

AMERICAN ROOFER & SIDING CONTRACTOR

MARCH
1950

IN THIS ISSUE

SIDING SALES RECORD LEAPS UP
GETTING THE RURAL MARKET
NAILING ASPHALT ROOF SHINGLES
ASBESTOS ROOFING SHINGLES



Published for more than 40 Years

THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION



40 RECTOR STREET, NEW YORK 6, N.Y.

Dear Rock Wool Applicator:

A few territories included in our plan for aggressive rock wool promotion in 1950 are still available. Perhaps you can qualify for appointment as a franchise applicator and make this program a profitable one for you.

Isn't it worth a call to find out?

For if you can tie-in with Barrett's comprehensive 1950 plans you will be assured of these important things:

1. A systematic program for locating prospects.
2. A planned follow-up to make customers of prospects.
3. An orderly sales presentation and demonstration for use in closing sales.
4. An advertising program which includes almost every conceivable type of dealer help.

And, of course, you will carry the nationally famous name of Barrett which has been associated with quality building materials for nearly a century.

This is something which will have to be settled rather soon. If you will write, wire or phone our New York office (Whitehall 4-0800), the Barrett Rock Wool Representative will call to show you a complete outline of the promotion program and samples of many materials included.

Sincerely,

THE BARRETT DIVISION

Allied Chemical & Dye Corporation

MEET THE
3 STARS
OF THE SHOW!



Available in
COLONIAL BLEND
RED BLEND
BUFF BLEND
PLAIN RED



Available in
PILGRIM BLEND



Available in
WILLOW WHITE
GREEN TONE
BROWN TONE

3 Sensational New
BRIXITE
Designs that Mean
**NEW PROFITS
FOR YOU!**

These three outstanding BRIXITE designs mean easier sales for you—because their new, fresh beauty has tremendous customer sales appeal. They mean new recommendation customers from every job applied. They mean new and powerful ammunition for your salesmen. And above all, they mean new and bigger profits for you. These designs are so outstanding that they cannot fail to do a terrific job in every market. Don't delay and lose out on profitable sales. Write for complete information and samples NOW!

BRIXITE

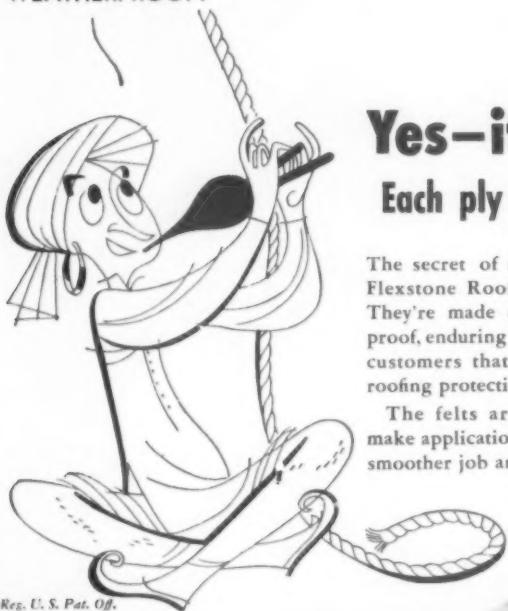
MANUFACTURING CO., Inc.

SOUTH KEARNY, NEW JERSEY

"HEY, ISN'T THAT A SMOOTH-SURFACED
ASBESTOS ROOF?"



"WHAT'S MORE, THOSE FELTS
ARE FIREPROOF, ROTPROOF,
WEATHERPROOF!"



"YES SIREE! AND THE FELTS
ARE PERFORATED TO GIVE
A SMOOTHER JOB!"



Yes—it's a Flexstone* Roof Each ply is a flexible covering of stone!

The secret of a Johns-Manville Flexstone Roof is in the *felts*. They're made of fireproof, rot-proof, enduring *asbestos*. Give your customers that kind of all-out roofing protection.

The felts are perforated to make application easier . . . give a smoother job and conform better

to irregularities in the roof deck.

Send for your *free* copy of the new J-M Specification Manual on Built-Up Roofs . . . smooth-surfaced or gravel-surfaced . . . for any type of deck—wood, steel, concrete, or gypsum. Write Johns-Manville, Box 290, New York 16, New York.



*Reg. U. S. Pat. Off.

Johns-Manville **FLEXSTONE*** Built-Up Roofs

CORRUGATED TRANSITE® • ACOUSTICAL CEILINGS

DECORATIVE FLOORS • *TRANSITE WALLS • ETC.

Made of ASBESTOS

In 25 languages
and 60 countries
around the world...

Red Areas Show Countries
In Which Panther Products
Are Sold.



...they ask for

BATTLESHIP*

U. S. PATENT NO. 2,392,613

a great name in waterproofing!

BATTLESHIP Liquid Asbestos Roof Coating is new roofing in liquid form. It is a patented product . . . the result of modern scientific research and painstaking laboratory efforts, coupled with years of practical experience . . . all of which have produced a product which makes a new roof out of an old . . . a roof which gives years of waterproof protection in all climates.

Using the old roof as a base, BATTLESHIP Coating is applied just as it comes from the container . . . forming a tough, rubber-like, one-unit, seamless, leakproof and waterproof roof.



PUERTO RICO
RHODESIA
SIAM
SOUTH AFRICA
SWITZERLAND
TRANSJORDAN
TRINIDAD
TURKEY
URUGUAY
VENEZUELA
VIRGIN ISLANDS

WATERPROOFING
DIVISION

FORT WORTH, TEXAS

PERFECT ALL-WEATHER PROTECTION FOR YOUR ROOF!

BATTLESHIP[®]
U. S. PATENT NO. 2,285,810
ROOF COATING



**SAVE $\frac{3}{4}$
ON ROOFING**

BATTLESHIP Liquid Asbestos Roof Coating saves you money on roofing . . . and you can prove it for yourself! A new metal roof of reasonably good quality today costs about \$12.50 per square, depending upon local factors, for material alone.

BATTLESHIP, easily and quickly applied right over your old roof, costs \$1.37 per gallon and 2 gallons covers approximately one square, therefore your materials cost when you use BATTLESHIP is only about \$2.75 per square. You actually save $\frac{3}{4}$ or more on materials alone when you use BATTLESHIP . . . and what is equally important in these days of high labor costs . . . since BATTLESHIP is so simple and easy to apply . . . you save here, too!

Most important of all . . . BATTLESHIP Liquid Asbestos Roof Coating gives you a roof you can depend on in any climate . . . as thousands and thousands of BATTLESHIP users can testify . . . dependable protection that is guaranteed for 7 years!

If you have a roof that needs attention . . . BUY BATTLESHIP . . . and SAVE THE DIFFERENCE!



FREE SERVICE OFFER

WATERPROOFING DIVISION
PANTHER OIL & GREASE MFG. CO.
FORT WORTH, TEXAS

Gentlemen:

Please have one of your competent roofing engineers inspect and discuss my roofing problems with me. I understand this service is free of charge and places me under no obligation.

NAME _____

ADDRESS _____

CITY _____ STATE _____



OVER A QUARTER CENTURY OF SERVICE TO OVER A QUARTER MILLION CUSTOMERS



HERE'S THE *Latest Look* IN SIDING
...STRIKINGLY STYLED BY FLINTKOTE!

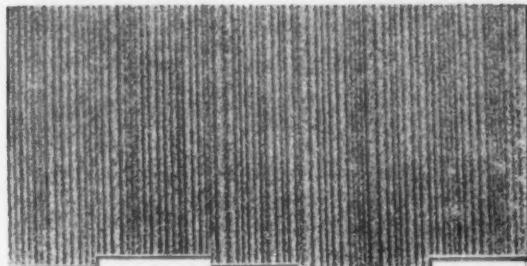
**STRI-TEX... Dramatic,
 New Asbestos-Cement Siding...
 is another long step ahead in
 Flintkote Product Development**

Designers, Builders and Homeowners have been waiting a long time for a sidewall material such as Stri-Tex. Here's a sensational new development that combines the time-proven durability of Asbestos-Cement Sidings with striking, *colorful* eye-appeal that matches the most expensive and beautiful sidewall coverings. Currently being produced in Brown, Green and Gray . . . other new colors will soon be available.

Use Stri-Tex for new construction . . . or apply it quickly and easily right over old sidewalls during remodeling. Wherever it's used, the soft, textured beauty of the striated design adds unique beauty to any building.

Here's another opportunity to *get out in front with Flintkote!* Don't fail to get complete information on this spectacular new siding product. A note will bring you full details.

THE FLINTKOTE COMPANY, Building Materials Division,
 30 Rockefeller Plaza, New York 20, N. Y.



Stri-Tex gives you all the well-known advantages of Asbestos-Cement Siding, combined with beauty to please even the most exacting of today's discriminating homeowners.

**FIREPROOF
 TERMITE- AND VERMIN-PROOF**

**ROT AND DECAY PROOF
 NO PAINTING MAINTENANCE**

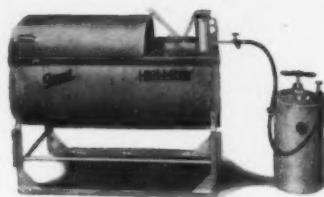


FLINTKOTE

the extra years of service cost no more!

Aeroil HEET-MASTER KETTLES 1950

are FASTER—STRONGER—SAFER and
MOST ECONOMICAL OF ALL!
NEW FEATURES ACCLAIMED BY ROOFERS!



SKID MOUNTED

The new "Heet-Master" Kettle, while preserving original patented features—which made them the favorite of roofers over the past decade—are provided with improvements engineered in cooperation with practical kettle users—improvements which insure savings of 50% or more in time, fuel and labor. Some of the new features are:

A HEAT RISER on the tube heating unit which promotes faster circulation of heat and eliminates the necessity for two draw-off cocks.

HEAVILY REINFORCED GUSSET PLATES on the skids so that the kettles will stand up under the roughest handling.

WELDED-ON LIFTING HANDLES on the tube unit stocks for quick easy removal for cleaning.

STRONG WELDED-ON MANUAL TOWING HANDLES so that wheel kettles can be easily manipulated on location.

A SERIES OF HINGED COVERS over the burner well opening and the stocks to keep rain or other obstructions from the tubes—locked burner well automatically becomes safe deposit for burner when kettle is not in use.

FULL LENGTH CHANNEL FRAMES—COMPLETE SPLASH PLATES—SEMI-ELLIPTICAL STEEL SPRINGS provided on all wheeled models.

These features, added to universally acknowledged superiority of the "Heet-Master" as you know it, give you the finest roofers melting kettle, unsurpassed anywhere.



PNEUMATIC TIRED

AVAILABLE ON Skids—Steel Wheels—Hard Rubber Tires—and Pneumatic Tired modern automotive disc type wheels.

CAPACITIES: 30 — 55 — 80 — 115 — 175 and 230 gallons.

Write for Bulletin 400A

AEROIL PRODUCTS COMPANY, INC.
SOUTH HACKENSACK, N. J.

SAN FRANCISCO

CHICAGO

DALLAS

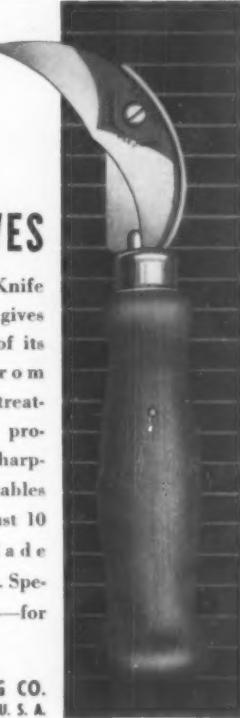
LOS ANGELES
JACKSONVILLE

SEATTLE
PITTSBURGH

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



150 PAGES crammed full of valuable information on applying, estimating, selling, training crews . . . on new methods, new products, new profit opportunities . . . on EVERY phase of your business.

\$3 5 or more copies
\$2 each

AMERICAN ROOFER & SIDING CONTRACTOR
425 - 4th Ave., New York 16, N. Y.

Please send me . . . copies of the MANUAL.
Enclosed find \$3 Or, Bill me

NAME TITLE

COMPANY

ADDRESS

Why USG Applicator-Salesmen Consistently get the “Come-in”



IT'S BECAUSE USG* Asphalt Roofing has the *extras*! Extra beautiful colors—Extra smart styling—Extra exclusive features that mean greater protection from wind and weather. Homeowners in your town know this established line, recognize its *extra* value. That's why they give U.S.G. Applicator-Salesmen the "come-in" that spells more sales, handsomer profits.

“3 Fast Movers”

All tried-and-proved money-makers—with beauty and protection features that really sell:



*T. M. Reg. U. S. Pat. Off.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

TIE IN NOW with the biggest, hardest hitting advertising-merchandising program in history. The 1950 USG Asphalt Roofing—Asbestos Siding program is jam-packed with ad mats, direct mail, job signs, samples and **SENSATIONAL** selling innovations.

MAIL COUPON TODAY for complete information on this powerful merchandising drive that's designed to find prospects and open doors for you.

United States Gypsum, 300 W. Adams St.
Chicago 6, Illinois

Gentlemen: I want to be the first to get the facts on the big 1950 U.S.G. Merchandising Program. Please have a representative call.

Your Name.....

Firm Name.....

Address.....

City..... State.....

You Profit from these Added Values-

with

MUNDET CORK ROOF INSULATION

YOU select carefully when you buy products for roof construction, knowing that there are differences in grades and values that affect cost and determine service performance.

Cork, likewise, has differences in grades and values. Because these may not be readily apparent to the buyer, it pays to buy from a known and responsible manufacturing source.

You get cork at its best when you buy Mundet Cork Roof Insulation. It is manufactured domestically, by the steam bake method—a process that offers these money-saving advantages:

- ... greater structural strength.
(*the cork is uniformly baked for maximum stability*)
- ... lower "K" factor.
(*this means HIGH insulating value*)
- ... lighter weight.

Mundet Cork Roof Insulation is available not only in size 12" x 36", but also in two additional sizes: 18" x 36" and 24" x 36". This range of choice permits greater economy in laying. Mundet makes cork cant strips in required sizes and angles.

Estimates and services are provided promptly thru Mundet branch offices. Call on us now. Mundet Cork Corporation, Insulation Division, 7101 Tonnelle Ave., North Bergen, N. J.

Mundet district offices are located in these cities:

ATLANTA 339-41 Elizabeth Street, N.E.

BOSTON 57 Regent St., North Cambridge 40

CHICAGO 16

2601 Cottage Grove Avenue

CINCINNATI 2

427 West 4th Street

DALLAS 1

505 Southland Life Annex

DETROIT 21

14401 Prairie Street

HOUSTON 1

Commerce and Palmer Streets

JACKSONVILLE 6, FLA.

800 E. Bey St.

KANSAS CITY 7, MO.

1428 St. Louis Avenue

LOS ANGELES

(Maywood)

6116 Walker Avenue

NEW ORLEANS 16

315-25 N. Front Street

PHILADELPHIA 39

856 N. 48th Street

ST. LOUIS 4

2415 South Third Street

SAN FRANCISCO 7

440 Brannan Street

In Canada:

Mundet Cork & Insulation, Ltd.
35 Booth Avenue, Toronto

Write us for name of our nearest representative if there is no Mundet office in your city.

MUNDET CORK • ROOF INSULATION •

Nailing It Down

There are several basic principles or hallmarks of good management, according to Jackson Martindell, president of the American Institute of Management, New York - criteria which contractor-dealers can use in appraising their own company and which he outlined as follows basing his observations on an analysis of 2,000 firms.

Objective operation. The excellently managed company locates its plants and selects its products for purely objective reasons. It will neither operate uneconomically located plants nor produce unprofitable products. "Obvious as this might seem," Mr. Martindell commented, "the average management pays too little attention to this point. Accustomed ways are difficult to discard."

Human sales relationship. In the province of sales, excellent management regards every market and every sales relation as a human relationship. "Such a management," the A.I.M. official explained, "acts with complete honorableness in dealing with salesmen, workmen and customers, under all circumstances. Loyalty is earned, never bestowed gratuitously. Employee loyalty and customer following depend just as much on living up to promises as they do upon quality of product."

Cost-alertness. Costs - especially sales costs - are watched with vengeance, but without "cheese-paring," because distribution costs make up a large part of the retail price of the average consumer product. "The ordinary management does not concern itself sufficiently with this problem," said Mr. Matindell. "Too often, essentially wasteful ways of distribution are defended as being justified by custom and precedent."

Watchful with money. The best-managed companies keep out of debt as long as they can, and when they do borrow, they do not pay high dividends at the same time. Not only does the excellent management nurse its credit, the financial authority pointed out: it also regards inventory as a

(Continued on Page 40)

AMERICAN ROOFER and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 40

MARCH, 1950

No. 3

CONTENTS

	Page
Nailing It Down.....	11
10 Year Siding Sales Record Leaps Upward.....	13
Standardized Method of Nailing Asphalt Roof Shingles.....	14
1950 NERSICA Convention Was One Of The Best.....	16
Types And Application Of Asbestos Roof Shingles.....	17
Good Jobs Advertise Themselves And They've Got To Be Good To Get Rural Market.....	18
Four Final Objections To Signing And How To Overcome Them.....	20
Horace Greeley's Home Preserved With Modern Siding.....	20
What's New.....	21
News.....	24
Kinks And Shortcuts.....	26
Yours For The Asking.....	34



SYLVAN HOFFMAN, Editor

E. B. MEYER, Production Manager

JOSEPH H. FRIEDMAN, Managing Editor

W. L. NOELLE, Western Manager

STANLEY R. KERMISH, Eastern Adv. Mgr.

ROBERT M. HOFFMAN, Advertising Director

V. M. SASSI, Subscription Manager

AMERICAN ROOFER and Siding Contractor is published by Harris-Fox-Hoffman Corp. Sylvan Hoffman, President; L. S. Harris, V.P. EXECUTIVE AND EDITORIAL OFFICES, 425 Fourth Avenue, New York City 16, N. Y. Telephone, MURray Hill 3-6280-1-2.

WESTERN OFFICE, 548 W. Randolph St., Chicago 6, Ill. Telephone, Central 8-5184.

Issued monthly. Yearly subscriptions, \$3.00 in the United States and Canada. \$4.00 in all other countries. Single copies, 35 cents. Second class entry.

Not responsible for the return of manuscripts or illustrations.

In 1926, the roof areas of the New York Telephone Company's 34-story headquarters building, at 140 West Street in New York City, were insulated with Armstrong's Corkboard. Today, the roof is still in excellent condition—a tribute to the skill of the roofing contractor and a typical example of corkboard serviceability.



You can sell corkboard with confidence

What your customers want most in a roofing job is dependable, trouble-free performance. That's why it's good business to offer an insulation like Armstrong's Corkboard—a material you and your customers know will give many years of satisfactory service.

You can offer concrete proof of the service record of this rugged insulation. Thousands of Armstrong's Corkboard roof installations that were put down over 20 years ago are still providing top insulating efficiency.

Take this New York Telephone Company building, for example. The roof areas were insulated with Armstrong's Corkboard in 1926. For nearly twenty-four years now, corkboard roof insulation has helped make this building more comfortable to work in and more economical to operate. The snow and ice of New

York winters and the withering heat of its summers have had no deteriorating effect on this insulation. In all this time it has never been repaired for any reason.

This record of performance is something you can sell with confidence. Corkboard's low thermal conductivity (0.27) and high natural resistance to moisture make it the logical choice for heavy-duty roofs. Your own costs will be cut by corkboard because it's light in weight, yet strong and resilient, easy for your workmen to handle and install.

For moderate service conditions, the low-cost efficiency of Armstrong's Temlok®, either regular or asphalt-impregnated, is recommended. For complete details, write Armstrong Cork Company, 6203 Concord Street, Lancaster, Pennsylvania.



ARMSTRONG'S ROOF INSULATION
CORKBOARD • TEMLOK

AMERICAN ROOFER

and SIDING CONTRACTOR

MARCH

1950

10 Year Siding Sales Record LEAPS UPWARD

And Will Keep Rising If Contractors Use Know-How

By STUART H. RALPH, President
Insulating Siding Association

THE insulating siding industry grew up in the past decade. Now in maturity, it looks back with pride . . . and ahead with assurance.

The start of the insulating siding industry may be traced back to 1935. But those first few years were ones of preliminary organization and development. It was by 1940 that the industry had established its independence and was ready to forge ahead.

Original production of insulating siding depended upon machinery converted from other uses, such as the manufacture of insulation board and roofing. Many hand operations were necessary.

However, as this past decade got under way, specialized equipment had replaced the earlier makeshift machinery. Huge mills, designed specifically for this purpose, were rolling out insulating siding in mass production. With the refinements that have followed, the operation now is completely automatic . . . raw materials go into the mill which is much like a huge hopper at the beginning—and come out at the end finished insulating siding, with the only hand operation the inspection of each panel by trained personnel.

About five companies represented the insulating siding industry in 1940. Now there are more than fifteen. Their investment in plants, equipment, inven-

tory, and warehouses is impossible to calculate accurately; but it totals many millions of dollars. Add to this the annual expenditures of the industry for operating expenses, advertising and distribution, and there is no question that insulating siding has grown into



STUART H. RALPH

an important adult in our free enterprise society.

Filled Need—Paid High Return

To what can the phenomenal growth of the past 10 years be attributed? There are several answers. In the first place, insulating siding fulfilled a need. It offered property owners an economical and efficient method of resurfacing buildings, providing them with renewed beauty, insulation and weather protection. In this respect, it was a natural development first from roofing and then from roll siding.

Paid Handsome Return

Another reason for insulating siding's success is the fact that it has paid a handsome return to distributors and applicators who handle the product. Those two things—consumer demand and the reward of profit to those who fulfill the demand—are the basic tenets of success in any business. This product has offered double advantages to the dealer. The contractor has enjoyed high unit sales with consequent high profits, most jobs totaling \$450.00 to \$1500.00. In addition, a siding job frequently proves the springboard for

(Continued on Page 32)

Standardized Method of

Nailing Asphalt Roof Shingles

Courtesy Asphalt Roofing Industry Bureau

ANY roofing material must be properly nailed to a sound deck if it is to give good service. The deck must hold the nails, and the nails must hold the roofing. To assure a roof that will give long, trouble-free service, enough nails of the right kind should be used and properly located.

It has been well-established that premature roof failures are almost invariably due to faulty application methods, not to the roofing material itself. For example, 3-tab, square-butt, strip shingles too frequently are applied

with only four nails instead of six as recommended by the engineering committee of the Asphalt Roofing Industry Bureau, and the nails are located too high in the shingle. As a result, the shingles are not anchored firmly to the deck.

A few simple, easily-remembered instructions will assure proper nailing.

SIZE AND KIND OF NAILS

Use only galvanized roofing nails of 10½ to 12 gauge, and with heads $\frac{3}{8}$ " in diameter or larger.

Length of nails depends on type of work:

Use $1\frac{1}{4}$ " nails over new wood decks.

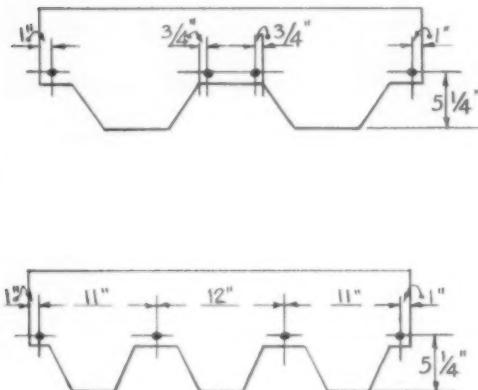
Use $1\frac{1}{2}$ " nails over old asphalt roofing.

Use $1\frac{3}{4}$ " nails over old wood shingles.

Nails should penetrate at least $\frac{3}{4}$ " into roof deck.

Drive nails straight to avoid cutting the fabric of the shingle with the edge of the nail head.

Do not sink the nail head into the surface of the shingle.



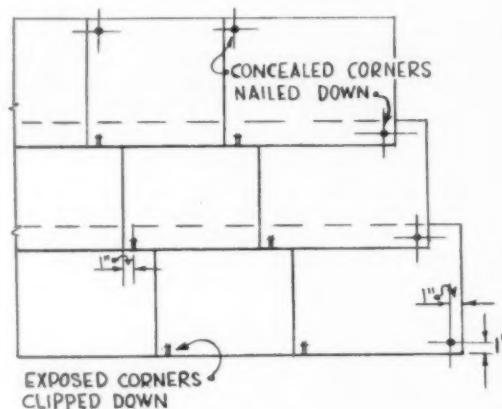
2- AND 3-TAB HEXAGONAL STRIP SHINGLES

Use 4 nails in each shingle. Locate them horizontally on a line $5\frac{1}{4}$ " up from the exposed butt edge.

In 2-tab shingles, place 1 nail one inch in from each end, and 1 nail $\frac{1}{4}$ " in from each angle of the cutouts.

In 3-tab shingles, locate 1 nail one inch in from each end, and center a nail above each cutout.

Align the shingle before nailing to avoid buckling. Start nailing at the end nearest the shingle last applied, and proceed to the opposite end.



GIANT INDIVIDUAL SHINGLES (DUTCH LAP METHOD)

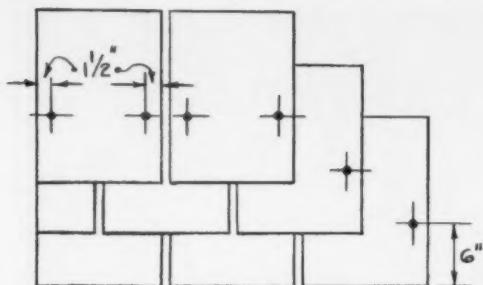
Use 2 nails and 1 fastener in each shingle.

When laying the shingles from left to right, locate the nails in the upper left and lower right hand corners one inch in from the side and one inch in from the top or bottom edge.

When laying shingles from right to left, reverse the position of the nails.

Use fasteners to secure the exposed lower corner of the shingle to the overlapped portion of the adjacent shingle in the same course. Never nail the exposed corner down.

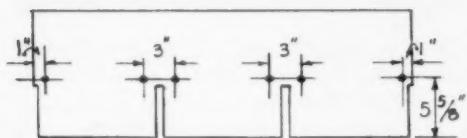
Use either non-corrodible wire staples applied with a stapling machine, or special copper fastening clips.



**GIANT INDIVIDUAL SHINGLES
(AMERICAN METHOD)**

Use 2 nails with each shingle.

Locate the nails 6" up from the lower exposed edge of the shingle, and 1 1/4" in from the side edge.



3-TAB, SQUARE-BUTT, STRIP SHINGLES

Use 6 nails in each strip.

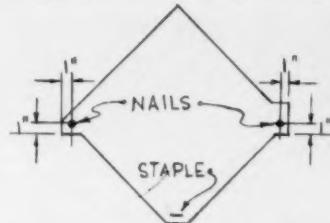
Locate the nails on a horizontal line 5 5/8" from the exposed butt edge.

Locate 1 nail one inch in from each end of the shingle.

Locate the remaining 4 nails 1 1/2" on each side of the center line of each cutout.

Align the shingle before driving nails to avoid buckling.

Start nailing at the end nearest the shingle last applied and proceed to the opposite end.



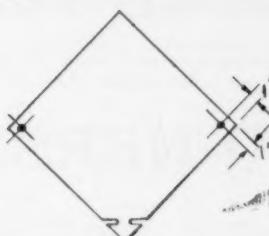
**INDIVIDUAL HEXAGONAL SHINGLES
(SECURED WITH FASTENERS)**

Use 2 nails and 1 fastener in each shingle.

Locate the nails one inch up from the lower edge of each shoulder tab, and one inch in from each end.

Apply the fastener to the lower corner of each shingle so that it secures the adjacent tabs of the shingle in the course next below, but not the shingle in the second course below, which lies on the deck.

The tab should never be nailed down.



**INDIVIDUAL HEXAGONAL SHINGLES
(INTERLOCKING TYPE)**

Use 2 nails in each shingle.

Locate 1 nail in each corner one inch in from the edge.

Secure the lower corner of each shingle by inserting the locking device under the exposed edges of the adjacent shingles in the next course below.

Can You Answer This?

Who Is Responsible For Applying A Roof Deck?

Who is legally responsible for the application of a roof deck, the general contractor or the roofer who applies a roofing over the top of it?

This is the question on which Western Roofing Company of Bellingham, Washington, would like to have the opinions of other roofers. They are involved in a suit on this problem and would like to know the possible results of any court experience which other roofing contractors may have had.

George W. Smith, of Western Roofing Company, has pointed out in a

letter to AMERICAN ROOFER & SIDING CONTRACTOR that Western Roofing did not see the roof deck until the day before they were asked to apply the roof on it. To quote from Mr. Smith's letter:

Says Roofer Is Responsible

The stand the General Contractor takes, is that by applying a roof we accepted the deck as being satisfactory, so we should be held responsible.

In a letter to the customer who is pressing the litigation Western Roofing Company pointed out:

I inspected the deck before the roof was applied and remarked at that time,

that it did not look very dry. However it was entirely in place before we were asked to apply a roof and we were not consulted in any manner beforehand. We certainly sympathize with you as far as the trouble you've had, however we wish to wash our hands of any blame in connection with the failure of your roof.

Wants Court Precedents

Mr. Smith would appreciate views and experiences of other roofers on the problem of determining whether the contractor who laid the old roof deck, or the roofer who put the good roof on top of it is responsible. Address of Western Roofing Company is 1001 West Illinois St., Bellingham, Washington, c/o Mr. George W. Smith. If there is any court precedent AMERICAN ROOFER will print it in a future issue.



Part of the audience which attended the Awnings and Canopies session of the Product Clinic, featured program of the NERSICA Convention held in February. This meeting had a strong representation of roofing and siding contractors interested in the awning, canopy and combination storm window business, as well as many building specialties dealers.

1950 NERSICA Convention Was One Of The Best Ever 1951 Show Set for N. Y. C.

"ONE of the best shows we've run," was the verdict of Mr. C. N. Nichols, Managing Director of the Northeastern Roofing, Siding and Insulating Contractors Association, on the show held last month in Atlantic City. "There was more diversification, more types of exhibitors, more exhibitors in actual numbers, than ever before. A great many new people in the building specialties field, such as combination storm windows, overhead garage doors, awnings and canopies, were added to the usual well-covered representation from the roofing, siding and insulation fields."

Over 1200 Attendance

Attendance of something over 1200 was about the same as the year before. Travelling accommodations were limited largely to bus and automobile as a result of the curtailment in train service due to the coal shortage, and snow and sleet storms starting on the second day of the Convention served to discourage some who would have otherwise attended, according to the Managing Director of NERSICA.

The Products Clinic Program appeared to have been particularly well accepted. The entire Program was taken down on recordings and is thus available together with slides and slide-films for use at local roofing coun-

cil meetings throughout the coming year. The results of the Clinic, Mr. Nichols pointed out, will thus be available to many more contractors than those who attended the Convention.

Election of Officers

At the Annual Election of Officers of NERSICA for the coming year Joseph E. Somerset of Home Remodeling Company, 309 Main St., Watertown, Mass., was elected President. The four Vice Presidents elected included A. J. McRae, McRae Bros., 410 W. Main St., Patchogue, N. Y.; Jay T. Morley, Morley's, 870 E. Delavan Ave., Buffalo, N. Y.; Eugene C. Packer, 601 W. 190th St., New York, N. Y.; and E. F. Williams, E. F. Williams Company, Inc., 675 E. S. Salina St., Syracuse, N. Y.

The new position of Directors-At-Large has been created. The following three will serve in that capacity: Irvin Pricket, 913 W. Venango St., Philadelphia, Penn.; L. R. Pyle, Pyle Contracting Company, 4710 Hartford

New President



JOSEPH E. SOMERSET

Home Remodeling Co., 309 Main St., Watertown, Mass. Newly-elected President of the Northeastern Roofing, Siding and Insulating Contractors Association, Inc., is one of the largest roofing and siding contractors in New England, having been engaged in this business for more than thirty years.

(Continued on Page 36)

Types and Application of Asbestos Roof Shingles

Courtesy Asbestos Cement Products Association

A SOUND, weatherproof roof is probably the most important part of any building. Certainly, it must first be permanent enough to withstand the effects of sun, wind, rain and snow. Then the roof should be attractive in appearance and inexpensive to maintain, for frequent maintenance and inspection of a roof are annoying and costly. To serve its purpose in the fullest degree and to safeguard the human lives or valuable property it shelters, a good roof should also provide protection against fire.

The home building public is familiar with these requirements. In a recent survey a leading home magazine asked its readers: "What you consider the most important factors in a good roof?" The answer given most frequently was permanence." The second was "protection against fire." The third important factor was "beauty."

All of these requisites, and more, are to be found in asbestos cement shingles. They are as long lasting as stone, beautiful enough to grace the finest residence, and carry the underwriters' classification as fireproof.

AMERICAN METHOD



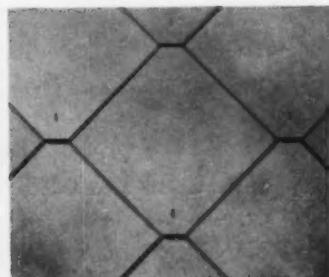
DUTCH LAP



MULTIPLE UNIT



HEXAGONAL



Like other asbestos cement products, asbestos cement shingles are the result of the scientific mating of two noncombustible, inorganic substances — asbestos fibers and portland cement. The union of these practically imperishable materials, accomplished under tremendous hydraulic pressure, has its result in shingles that are immune to rot and decay, unharmed by exposure to salt air, unaffected by ice or snow. They are completely fireproof because they contain nothing that will burn.

TYPES OF SHINGLES

There are four types of asbestos shingles. They are the American method, which when applied are similar in design and exposed surface to the conventional shingles which have been popular since colonial days; multiple-unit shingles, hexagonal and Dutch lap. The hexagonal shingle also is known as the French method, while the Dutch lap is called Scotch lap by some manufacturers.

American Method

These beautiful shingles are recommended for all residences, including the finest; for churches and institutions and for all structures where distinguished appearance and durability are requisites. They are laid in a square pattern in much the same manner as wood or slate shingles are applied.

American method shingles are offered in colors which harmonize with any natural surrounding. These include gray, blue-black, red, green, blends and mottled. The thickness of the shingles produces deep shadow lines.

Multiple-Unit Shingles

Some companies manufacture asbestos shingles in large sizes which are equivalent in coverage to that given by from two or five ordinary shingles. When applied, however, they give the appearance of standard sized shingles individually laid. They are available in the colors mentioned above and some manufacturers have shingles which blend two or more colors. Most of these shingles are self-aligning, which simplifies application.

Dutch Lap

Shingles of this type are larger in size than conventional shingles and are lapped both at top and one side. This method of application conserves material and keeps labor costs low.

Most Dutch lap asbestos shingles are produced with the exposed surface textured in distinctive designs. They

(Continued on Page 38)

Good Jobs Advertise Themselves And They've Got To Be GOOD To Get The Rural Market, Says K. C. Contractor

By GRIER LOWRY
Special To American Roofer & Siding Contractor

THE farmer, despite the Brannan program and other farm subsidy plans, is still a well-heeled individual, a very solvent citizen, more home improvement conscious than ever, and willing to listen to well-planned discussion on how to put his home in A-1 condition.

Capitalizing to the hilt on these factors, the Guaranteed Roofing & Siding Co., Inc., 5704 Prospect Avenue, Kansas City, Missouri, is making a hard-hitting bid for the farm and small community roofing and siding business.

With offices situated on a bustling trafficway in Kansas City, centering an area studded with homes, the company covers a territory within a 250-mile radius in Kansas, Missouri, Iowa, Nebraska and Arkansas.

Much Rural Business

More than sixty per cent of the firm's business is conducted in farm communities where the services of a local specialty roofing firm are not available and homeowners usually welcome the opportunity to have roofing and siding applied by specialized craftsmen.

"We have five salesmen and five canvassers who cover the outlying areas, and work on a house to house basis in towns ranging from 200 population upwards," said Julius Rosen, President of the company. "We don't use the canvassers on farm selling because we can't afford it. Salesmen who cover farm homes do their own doorbell ringing."

"There is one vital requisite in tackling the country market," he continued. "A job well done pays off even better dividends than in metropolitan areas

since word-of-mouth recommendation is the most effective type of advertising.

"In penetrating the roofing market in virgin rural territory, we learn the names of four of five leading, prosperous, farmers, living in the community. Then we make a strenuous attempt to sell roofing jobs to at least two or three of them. If we get the job done, then our mechanics turn out the best work they are capable of. Before long the citizenry, through the grapevine system prevalent in every small community, learns that Farmer So-and-So has a new attractive, durable looking roof, that we did the job, and it isn't long before we get calls from the farmer's neighbors and other homeowners. It's as simple as all that!"

Rosen, whose partners are Loyd K. Parks, Secretary-Treasurer, and his

wife, Mrs. Golide Parks, Vice President, points out that guttering installations, a profitable sideline of the firm, has lush possibilities in outlying areas.

Guaranteed's canvassers are trained to check on guttering when they go after the roofing and siding business, and to attempt to tie in a guttering job with each roofing and siding application. As a result, in thirty-five percent of the cases where the firm gets a roofing or siding order, they also wrap in a guttering sale.

"Aluminum guttering, a company specialty, has had a nice reception in small communities," says Rosen. "When we obtain a roofing order, the salesmen suggests that if the roofing is bad it be taken care of at the same

(Continued on Page 30)



Lloyd K. Parks, Secretary-Treasurer, left, sitting with Julius Rosen, President of the Guaranteed Roofing & Siding Co., Inc. in the modern offices in Kansas City, Mo. Although located in the city this firm has learned the art of selling to the affluent farm population roundabout.



LIGHT MORTAR!



Cream-white granules between bricks give precise true mortar line exactness!



SHADOW LINE!



Remarkable shadow design creates unusual depth and third dimension!



NEW BRICK PATTERN!



Sharp, clear variegations give closest resemblance to real brick you ever saw!

INSELBRIC, the pioneer of insulating brick siding, now brings you another first! It's the new Shadow Line Panel with Light Mortar in a new Brick Pattern! Three big features... all in one panel. It's the newest and the greatest achievement that has happened in siding history!

WHAT A SALES STORY! And what a chance for you to cash in on a sure-fire seller... the biggest "scoop" in INSELBRIC history!

MASTIC ASPHALT CORP.

Exclusive Producers of
Inselbric, Inselstone, Inselwood.
South Bend, Ind. Elizabeth, N. J.

JONES & BROWN, INC.

National Distributors of
Inselbric, Inselstone, Inselwood.
Pittsburgh, Pa.

*U. S. Pat. No. 2205798
Other Patents Pending



Get the full story TODAY!

JONES & BROWN, INC., Dept. RM
439 Sixth Avenue, Pittsburgh 19, Pa.

Gentlemen:

Please send details about INSELBRIC's Light Mortar Panel with the Brick Shadow Line.

Dealer Jobber Contractor

Name.....

Address.....

City..... State.....

Four Final Objections To Signing And How To Overcome Them

This concludes the series on answering 24 objections which customers offer to salesmen who are selling siding. We wish to thank the Ruberoid Company for permission to print these excellent tips to salesmen.

Asphalt Brick-style Siding:

1. Doesn't like the appearance.
2. Artificial looking.
3. Cheapens the house.
4. Probably saw a poorly applied job and dislikes all Brick Siding.

Explain that people paint houses for two reasons: Appearance and to protect the wood. Most of them paint houses just for appearance, because the painting is not as a rule let go for a long enough time for harm to be done to the wood. Working on this theory, why should people object to brick siding if it is properly applied. Your company has, as everyone knows and should admit, the most natural "brick-like" appearing asphalt siding on the market. You have photographs of excellent jobs to show, so there can be absolutely no *well founded* objections to the splendid appearance of your genuine brick-style siding.

To successfully sell asphalt brick-style siding has never been very difficult for anyone who would follow instructions.

Here is one of the most successful ways in which it is done: Arrange to show your prospects (man and wife) one or more your re-siding jobs that look very good. Remember, all of this should be done before you show your samples, pictures, or quote a price. Doing this prior to your presentation removes all of the above usual "put-off" objections as a rule.

There are some asphalt siding shingles on the market which, although they look somewhat like brick, are not a good substitute for it.

As to cheapening the house, explain after you show a good job and some very good "before" and "after" pictures to your prospects, that there is nothing about this proposed job of yours that will cheapen any house.

You can now cause them to admit that it is an improvement; that they

will have a much better looking house with a genuine brick-style siding on it — an improvement which will be a source of pride to them and last for a good many years.

"Going to Buy the Material by the Square:"

This idea is the outgrowth of a hope to economize and may have been proposed by some itinerant carpenter to the prospect. Explain that securing prices on shingles by the square misleads.

It only means that they will have to pay extra for many accessories and the additional labor which will likely be

required to complete the job — as in case of roofs there are ridges, valleys, starters, edge strips, flashings, and general finish.

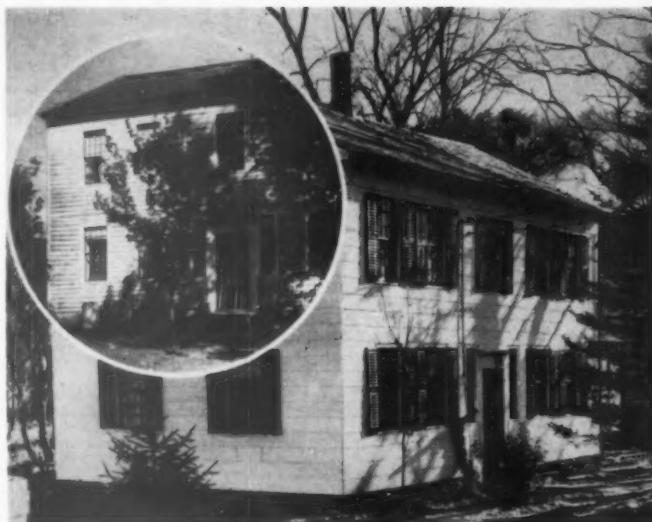
In the case of sidings, wooden bevel boards, insulation felt, or water-proof paper, corner construction extra carpenter work ordinarily done as a matter of course by your company's applicators. They will also need common nails, galvanized nails, copper nails, flashings, etc.

With these expenses all omitted the price of the shingles per square looks low. Furthermore, buying by the square requires no exact measurements and the quotation can be made purposely low, since the person quoting knows the homeowners will have to eventually buy enough extra labor and material to complete the job.

A job unfinished would not do at all. Say to the homeowners: "You'll want

(Continued on Page 29)

Horace Greeley's Historic Home Preserved With Modern Siding



The owner of the historic Greeley home in Vermont decided to modernize about a year ago without impairing the beauty of the house. His choice of a colonial type asbestos-cement siding did the trick.

How modern building materials can be used not only to lengthen the life but to preserve the flavor and atmosphere of historic buildings is strictly illustrated in the recent restoration at East Poultney, Vermont, of the house occupied from 1826 to 1841 by Horace Greeley, famous editor and

outstanding national figure widely remembered as the author of the saying, "Go west, young man."

Shown in the photograph in the circle, is the house as it looked until about a year ago when its present

(Continued on Page 27)

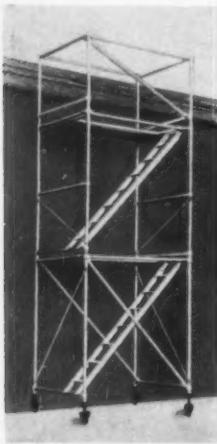
In
MATERIAL
LITERATURE

In
PRACTICE
EQUIPMENT

Aluminum Rolling Scaffold

A new sectional-type Aluminum Rolling Scaffold has been announced by The Patent Scaffolding Co., Inc., manufacturers of Gold Medal Scaffolding and other safety-off-the-ground equipment.

Light, easy to erect and neat in appearance, the Aluminum Scaffold is ideal for many types of overhead and sidewall work such as painting, cleaning, church and office building maintenance and installing and repairing lighting fixtures.



The Scaffold is offered in two types—stairway type (illustrated) and ladder type. All parts of both types, except casters and platforms, are made of light, durable aluminum alloy. Scaffolds are supplied in one or more sections, with guard rails. The bottom section, including non-elevating casters, is 7'3" from ground to first platform. Each additional section is 6'8" high. Base dimensions are 4'6"x6'. Two types of 5" steel casters are available—a non-elevating type and an adjustable type with a steel screw providing additional height.

Frames for intermediate sections slip over a sprocket in the lower section. This joint is secured by a hinged pin for extra safety. A novel spring lock is used to secure horizontal members quickly and safely.

Special Tape

"Arno-Tape" is a new, improved caulking-type material for weather-tighting pre-fab

houses and other new construction. It is a special pile fabric heavily impregnated with an amber color moisture-proof compound containing inhibitors against mildew, rot, termites and other insects. In convenient tape form, 1 to 3 inches wide in 100 ft. rolls, it is said to be clean-handling, self-sealing and a labor-saver.

Resistant to aging or drying out, its tight-sealing properties are not affected by temperature changes and structural vibrations, say the makers.

Asbestos Siding Shingle

The Flintkote Company has just announced a new asbestos cement siding shingle called Stri-Tex. This newly designed siding shingle with colorful mineral granules embedded in its surface combines the time proven and enduring qualities of asbestos-cement siding with striking, colorful eye-appeal that matches in appearance the most expensive and beautiful exterior sidewall coverings.

Suitable for exterior application on new homes or over old sidewalls, the soft, textured beauty of its striated design will add unique beauty to any building. Currently available in brown, green and gray.

Sales Kit

The Philip Carey Mfg. Company has prepared a package of forceful sales aids for the use of dealers and applicators promoting the sale of the recently introduced Carey Fire-Chex Shingles.

The promotional kit is furnished free and includes pieces for door-to-door, over-the-counter, radio, newspaper and direct mail selling.

Each item stresses that Fire-Chex, an asbestos-bituminous plastic shingle, has the highest fire protective rating possible, forms roof designs copyrighted as "works of art" and has longer life, greater durability.

Any or all of these sales aids and information about Fire-Chex may be obtained from the company or through the local Carey representative.

Copper Roof Ventilators

Slant Roof Ventilators in 16-oz. copper have been added to the Leslie Louvers line, according to a recent announcement. Architects and contractors have been demanding reasonably priced copper roof ventilators to go with copper gutter, downspout, and flashing installations, and the manufacturer states that these new ventilators are designed to meet this demand.

As in other Leslie Slant Roof Louvers made of aluminum and galvanized steel, the copper slant roof ventilators are flanged, baffled and screened to provide installations that are weathertight and insect-proof. Air openings of 30 square inches and 60 square inches, respectively, are provided by the SRC 10-3 and the SRC 20-3.

Roof Scuttles

The Bilco Company has recently announced a more complete line of "Spring Balanced" roof scuttles. The most popular standard size, with clear opening of 30" x 36", is now available in nine different metals and combinations of metals, from the Type S-1 of copper bearing steel, to the Type S-9 which is made of stainless steel throughout.



A complete catalog of all standard types and sizes, along with prices, is immediately available to roofers upon request, and eliminates the need to write for quotations when estimating a roofing job on which the Bilco roof scuttle is to be used.

Low Cost Backer Board

A new low-cost backer board has been designed by the Air-O-Cel Company which is claimed to eliminate many problems for the aluminum siding contractor. The backer board is claimed to be an asset to any aluminum residing job.

The manufacturers point out that the backer board is light in weight, perfectly (Continued on Page 27)

AGAIN CELOTEX

with the Color Blends

Exciting new lighter Celotex Harmonized Colors and Blends top anything you've ever seen for beauty, distinction and sales-appeal!



They're beautiful, they're different, they're exactly what your customers have been looking for! The breath-taking new color blends developed by Celotex represent a major advance in roofing progress.

Designed specifically to meet today's proven consumer preference for lighter colors, they open up tremendous new profit opportunities for you.

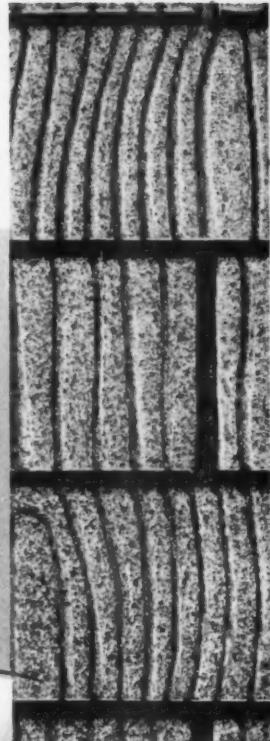
And *only* Celotex Triple-Sealed Asphalt Shingles have them!

Yes, you'll make more sales, *faster*, with these sensational new *lighter* blends! Celotex Triple-Sealed Asphalt Shingles come in colors, styles and textures to suit every customer's taste and purse. Give extra weather-protection, extra years of service... at no extra cost. Get full details on how you can cash in now, from your Celotex representative!

EVER SEE ANYTHING AS STUNNING AS THIS

PACIFIC GRAY BLEND?

Even modern color printing processes cannot do full justice to the unusual beauty of this popular Celotex blend. You must actually see it to appreciate it. It's typical of the striking new *lighter* blends now yours in Celotex Triple-Sealed Asphalt Shingles. Others include Silver Blue Blend, Terra Cotta Red Blend, Cedar Green Blend, Mediterranean Blue Blend, Walnut Brown Blend and Gray Slate Blend. All feature eye-opening new beauty that closes sales... fast!



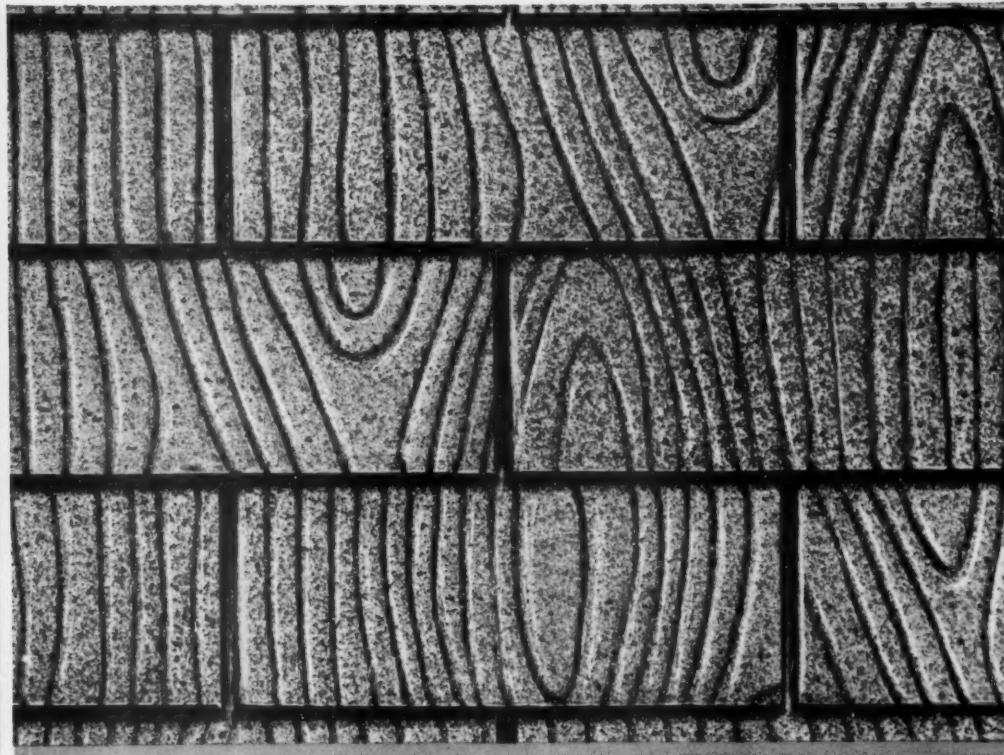
**Only CELOTEX
Triple-Sealed Asphalt
Shingles give you all
these sales-clinching
features ➤**

To Sell More Roofing,

IS FIRST...



America Wants Most in Roofing



1. Strikingly beautiful new blends designed specifically to meet today's dominant customer preference for lighter colors.

2. Colors, textures and styles to harmonize perfectly with every architectural and color scheme, in both new and old homes.

3. Lighter color blends that reflect the heat of the summer sun, help keep the entire house cooler.

4. Complete, lasting protection against the elements built-in by the exclusive Celotex Triple-Seal Process.

5. Fire-resistant, approved for Class "C" Label by Underwriters' Laboratories, Inc.

6. Surfaced with weather-resistant granules that retain their fresh color-beauty through the years.

Faster...Feature

CELOTEX

TRIPLE-SEALED ASPHALT SHINGLES

The Celotex Corporation • Chicago 3, Illinois

NEWS OF THE MONTH

ASSOCIATIONS • COMPANIES • PERSONALITIES • GOVERNMENT

Bill Bennett Elected V-P Of Industrial Bank of Commerce

Election of William J. Bennett as Vice President of the Industrial Bank of Commerce, New York City, has been announced by Walter E. Kolb, President. Widely known in automobile, electrical appliance and home modernization fields, Mr. Bennett heads the bank's Dealer Time Sales Division, serving more than 2000 dealers in the metropolitan area.



WILLIAM J. BENNETT

Although only forty-five, Mr. Bennett is a veteran in time sales and financing experience, having been previously associated with the Long Island Bankers, Inc., Commercial Credit Corporation and as Vice President of the General Contract Purchase Corporation, the latter a wholly owned subsidiary of the Industrial Bank of Commerce before its activities were merged with the bank's greatly expanded Time Sales Division. He has been with the bank or its affiliate for 19 years.

Two of his departmental executives were advanced at the same time, Erik Wiberg to Assistant Vice President and Otto A. Euteneuer to Assistant Treasurer.

Almost As Much Will Be Spent On Repairs As On Construction This Year, Council Expert Says

The condition of existing homes in all parts of the country apparently is being improved at a considerably faster rate than has been estimated in the past, James M. Ashley, president of the Producers' Council, national organization of building products manufacturers, stated recently.

"Expenditures for modernization, repair, and remodeling of homes this year may come to as much as \$6 billion, or not far below the amount expected to be spent for construction of new homes," Mr. Ashley said.

"This high figure is well in excess of esti-

mates issued for previous years by various sources, but is borne out by analysis of careful studies of consumer expenditures made by the Federal Reserve Board, by Census Bureau reports of housing improvements, and by the high rate at which building materials and equipment are being produced and utilized.

"It is obvious that many thousands of home owners have been making major improvements in their properties by replacing obsolete plumbing fixtures, installing new heating plant and air-conditioning equipment, putting on new roofs, installing insulation and weather-stripping, and adding new bathrooms and other rooms.

"The modernization of existing housing is expected to continue at a high rate in 1950, in view of the continued high level of incomes, the ready availability of building materials and equipment of all types, and the ample labor supply.

"Regardless of the large amount of residential modernization which has taken place since the end of the war, there still are millions of older homes which need reconditioning and lack many of the conveniences, comforts, and economies found in new housing being built today."

Dewey To Chair Roofing Section Of 1950 Red Cross Fund Drive

Perry S. Dewey, President of Chrystie Cornice & Skylight Works, Inc., has accepted the chairmanship of the composition roofing division and of the sheet metal division of the 1950 Red Cross Fund campaign of Greater New York, it was announced yesterday (January 19) by Major General William H. Draper, Jr., New York Chapter Fund chairman.

Hoblin of Tuttle Roofing To Chair 1950 Cancer Crusade

Lester G. Hoblin, President, Tuttle Roofing Company, New York 29, N. Y., has been appointed Chairman of the Roofing, Sheet-metal & Waterproofing Division of the 1950 New York City Cancer Crusade. The Crusade for funds to aid in research on cancer will be going on in April of this year, with a national goal of \$14,565,000 set for the year.

Rennicks Company Awarded Large Contract To Modernize University

The Rennicks Company, Inc., of Petersburg, Virginia has been awarded a contract by the State of Virginia to weatherstrip all windows and exterior doors in the Richmond Professional Institute of the College of William and Mary and at the Central State Hospital, according to Robert S. Rennicks the firm's president. These projects, together with roofing and insulation work already in progress, are expected to be completed early in 1950.

Kaiser Aluminum Moves Some Offices To Eastern Areas

Transfer of several product sales offices of Kaiser Aluminum & Chemical Sales, Inc., to eastern locations has been announced by Bert Inch, general sales manager. The changes are effective immediately.

"These moves are being made to provide greater service to our expanding number of aluminum customers, and follow closely upon increasing diversification of Kaiser Aluminum products," Mr. Inch stated.

The company's aluminum sheet and building products sales offices are being established at Chicago, with offices in the Palmolive Building. Product offices have also been set up at the Newark, Ohio, plant of Kaiser Aluminum & Chemical Corporation for electrical conductor and cable; wire, rod and bar, and pig, ingot and billets.

Sales headquarters of the foil division are located at the Kaiser Aluminum foil plant at Permanente, California.

Johnston, Brenneman Get Sales Post With Nichols Wire

The Nichols Wire & Aluminum Co. of Davenport, Iowa has announced the separation of its Warehouse and Mill Divisions which became effective January 1, 1950.

Mr. C. L. Johnston has been appointed Manager of Sales—Warehouse Division. Mr. Johnston has been with the company since 1939, except for the time he served as Lieutenant in the United States Navy. He has held the positions of Sales Representative and Assistant General Sales Manager.

Mr. G. J. Brenneman has been appointed (Continued on Page 32)



JOHN B. SHERWOOD
Recently appointed Texas territory representative for Insulite.

A continuous covering of heat-reflective, maintenance-free

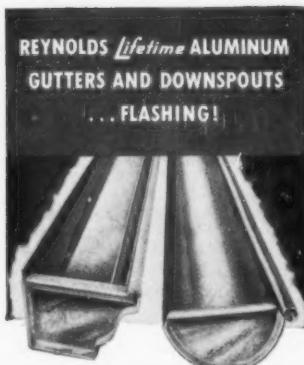


REYNOLDS ALUMINUM

in one conventional
selvage application!

REYNOLDS Rey-Kool BUILT-UP ROOFING

19" SELVAGE

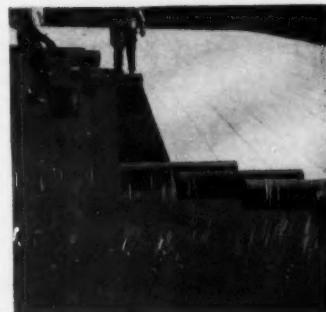


Offer your customers rustproof gutters at about half the price of other rustproof materials. Tell them aluminum is also non-staining and you've got a sale! Ogee and half-round styles, stipple-embossed or smooth finish.

You get the same price advantage with aluminum flashing, too. Flat sheet and 50-ft. coils. Sheets in .019" and .024" thickness, 28" x 6', 8', 10', and 12'. Coils in 14", 20" and 28" widths, .019" thickness. (20" coils also in stipple-embossed finish and .024" thickness.)

Ordinary lapped courses provide two layers of felt and a continuous top surface of embossed aluminum, factory bonded to the felt. The aluminum reflects up to 95% of radiant heat... maintaining the life of asphalt-and-felt for many extra years... keeping the interior cooler in summer, warmer in winter. Any prospect who needs a new roof will recognize this as the best buy... it sells itself! Rey-Kool Roofing comes in 72-foot rolls to lay up one square. Call your supplier... mail coupon for full details.

Reynolds Metals Company, Building Products Section, Louisville 1, Kentucky. Offices in 32 principal cities.



Reynolds Metals Company, Building Products Section
2004 South Ninth Street, Louisville 1, Ky.

Please send me complete information on: Reynolds Rey-Kool Built-Up Roofing

Flashing

Reynolds Lifetime Aluminum Gutters & Downspouts

My jobber's name is _____

My Name _____

Company _____

Address _____

Title _____

City _____ Zone _____ State _____

REYNOLDS ALUMINUM

Something New!

NICHOLS

NEVER STAIN

Aluminum Nails

**NOW
PACKAGED
FOR
THE JOB**

PACKAGED IN 12 DIFFERENT TYPES IN ALL POPULAR SIZES

ROOFING NAILS, with or without neoprene washers attached
INSULATED SIDING NAILS
ASBESTOS SIDING NAILS
CEDAR SHAKE NAILS
CEDAR SHINGLE NAILS

ROCK LATH NAILS
DRIWALL-BOARD NAILS
WOOD SIDING NAILS, with Casing or Sinker Head
STANDARD SHINGLE NAILS

Here are the ideal nails to use in applying building materials whose finish, texture and appearance oftentimes becomes ruined from rust streaks and stains caused by ordinary nails. Use them on your next job. Your customers will thank you for it. They will build prestige and satisfaction. "Never-Stain" ALUMINUM NAILS will never rust to streak or stain siding, walls or roofing. And besides, they are etched from head to tip for greater holding power. Easy to drive. Billions have been used.

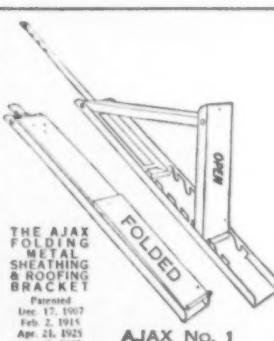
NEVER-STAIN ALUMINUM NAILS meet the F.H.A. minimum requirements, as specified in Bulletin No. UM-1, REVISION 4, Feb. 1, 1949.

NICHOLS WIRE & ALUMINUM CO.

DAVENPORT, IOWA

BRANCHES: Marion City, Iowa • Battle Creek, Mich.
South Deerfield, Mass. • Oakland, Calif. • Seattle, Wash.

ALUMINUM IS NOT A SUBSTITUTE



AJAX Roofing Brackets

**MAN-size — Superefficient
ALL STEEL — Unbreakable**



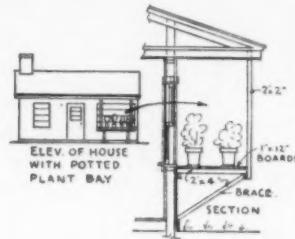
AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

Kinks and Short Cuts

Put Wide Overhanging Roof to Work

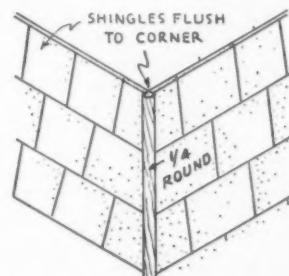
Here's a little low-cost improvement that a lot of people will like, especially if they've got a misplaced picture window. 2x2's are hung from the roof frame, to hold up the 2x4's laid flat, extending out from the building. Shelf



boards are placed on the 2x4's to hold potted plants, etc. The sketch shows braces under the shelf. Unless heavy loads are placed on the shelves, these braces are not necessary. This is a good idea for "screening" a picture window that might be too exposed to the public.—R. C. Raider, Omaha, Neb.

Finish Shingle Corners

One way to do it is to use a piece of quarter round for a corner. This method is easy and inexpensive. If



desired, caulking compound may be used at the joint between shingles and quarter round.

—*Practical Builder*

Greeley Home

(Continued from Page 20)

owner conceived the idea of modernizing it without impairing the charm of its early American architecture. The larger picture shows how this was accomplished by the use of asbestos-cement siding, which not only follows the general lines of the original clapboarding but is fireproof.

For the information of tourists and others interested in the historic spots of Vermont, a stone tablet erected in front of the house bears the following inscription: "Here Horace Greeley learned the printing trade, 1826-1830, with the 'Northern Spectator' and founded the New York Tribune, 1841."

—Courtesy Ruberoid Co.

What's New

(Continued from Page 21)

rigid due to corrugation, and sound deadening. It makes a smooth flat base, eliminating waviness, is asphalt saturated, and insulates against heat and cold. For ease in handling the material comes in sheets 30" x 48".

Combination Siding

Bird Master-Wall Siding is a new development in the building material field particularly adapted to low cost housing. The material, made by Bird & Son, Inc., is a lamination of insulation boards.

Outstanding features claimed for the product are the substantial labor savings resulting from its speedy application and the fact that no painting of the sidewalls will be necessary. Jobs constructed in this area show that building costs can be cut because no sheathing on the supporting studs is necessary. This too will contribute greatly to reduced construction costs. The siding is applied directly to the studs and furnishes re-enforcement, insulation, and an attractive new outer sidewall appearance all in one material put on in one operation.

The material consists of two $\frac{1}{2}$ " thicknesses of wood fibre insulating board offset in a manner which provides a strong horizontal lap and a double tongue and groove vertical joint. The insulation board is heavily impregnated with an asphaltic compound and surfaced with an extremely durable asphaltic coating and attractively colored mineral granules. The material is manufactured in panels which are 20- $\frac{3}{8}$ " wide and 43- $\frac{5}{8}$ " long by 1- $\frac{1}{8}$ " in thickness.

If surface felts are punctured or damaged before finishing off the roof, do not rely on the top mopping or pouring of asphalt or pitch to cover this up. Patch the broken place properly with two or more plies of felt, or reroof the area if this appears to be necessary.

it's EASY ... it's SIMPLE ...
it's PROFITABLE!



The C-THRU
packaged
Aluminum Awning
SELLS-ON-SIGHT!

Yes, for the first time anywhere . . . a complete Aluminum Awning SOLD BY THE BOX! Now YOU can capitalize on the lucrative Awning market without the expensive factory overhead.

This is the PACKAGED ALUMINUM AWNING that customers grab at their first look . . . a made to order deal for home and industry. ALL IT REQUIRES IS A SCREWDRIVER TO ASSEMBLE! C-THRU Awnings are ALODIZED for extra beauty and corrosion resistance. Each 'AWN-KIT' is factory packaged individually in a cardboard container and is simply installed by either customer or dealer.

GET GOING TODAY with C-THRU! The seven patented features found in no other Awning sells it on sight.

JOBBERS: Territories still available.
DEALERS: Write for name of your nearest jobber.




An Entirely New Principle in Awnings
C-THRU 'AWN-KIT'S are designed to give
MAXIMUM LIGHT, VISION & VENTILATION.
The only horizontal Awning featuring
LOUVERS SUPPORTED UNDER TENSION.

WE HELP YOU SELL
An "AWN-KIT" franchise
includes these aids . . .
support helps to develop
customer demand.

C-THRU Aluminum Awning Co.
424 W. 11TH ST. • LOS ANGELES 15, CALIF.

CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

CONNERY CONSTRUCTION CO.

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.



GROSLEY "NO-ROOST" MAKES ANY STRUCTURE PIGEON & STARLING-PROOF!

POSITIVE
ECONOMICAL
LAWFUL
NON-POISONOUS

GROSLEY'S "NO-ROOST" can be applied to ANY building by brush, paddle, or caulking gun. Product-engineered to protect for a full year, it comes in 1-gal. and 5-gal. cans. One gallon bird-proof 150 running feet.

DISTRIBUTORSHIPS OPEN

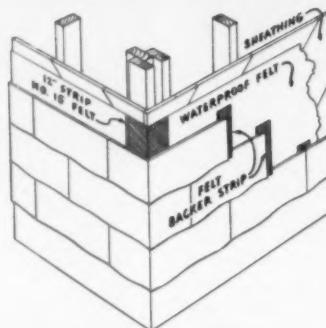
AEGIS LABORATORIES, INC.

Bird Control Engineers

Distributing GROSLEY PRODUCTS exclusively.
7613 STONY ISLAND AVENUE
CHICAGO 49, ILLINOIS

"A clean roof above all"

Alert Roofing Contractor Catches Error In Asbestos Siding Article



In the original asbestos siding application article published last June, and later in the 1950 Manual the felt backer strip was shown behind the point edge of the lower course. The correct drawing is above with the felt backer strip resting on top of the shingles in the lower course so that water will get in between the shingle breaks, follow the break downward and then come out to the outer surface of the shingle.

Henry J. Grubb, of Grubb Brothers, roofing, siding and insulation contractors of Bridgehampton, N. Y. has written an interesting letter correcting a mistake which appears in an article on "How To Apply Asbestos Siding" page 37, 1950 ROOFING DATA AND BUILDING SPECIALTIES MANUAL. (This article was also printed in the June, 1949 issue of AMERICAN ROOFER & SIDING CONTRACTOR.) Mr. Grubb points out that the detailed drawing of application of asbestos siding is wrong in one important respect. To quote from his letter:

"According to your drawing you have the felt backer strips *behind* the point edge of the lower course. The water, when hitting the siding, will get *under* the shingle and carry out any foreign matter or stain and in due time the lower shingles will become stained . . .

. . . Our Method of applying siding is the same as you have illustrated, but we have the lower part of the backer strip rest on top of the shingles in the lower course. Thus the water will get in between the shingle breaks, follow the break downward and then come out on to the outer surface of the shingle."

New Cold-Process Roofing May Be Answer To Many Problems

A Miami-made building product has received the stamp of approval of a national testing laboratory, thus opening the door to wider acceptance and increased distribution, it was learned in January.

The product is a cold-process roofing material developed here by David Honoroff, a retired chemist who found the lure of pioneering in the roofing field too strong to remain idle after many years in research laboratories.

He has been manufacturing the produce for several months in his own factory located in Miami, and believes that it is only a matter of time now

until the old "steam-pot" method of roofing becomes obsolete.

"The change over will, I'm sure, be gradual," he said "but we are producing a lifetime roof and this fact is being recognized by more builders every day."

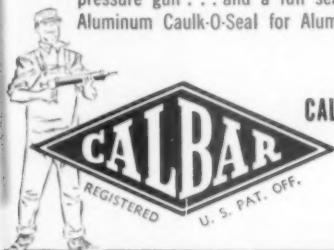
"We are constantly receiving inquiries from all over the nation, and some from abroad. With the approval, from the Pittsburgh testing laboratory I believe the demand will increase rapidly."

Present capacity of the Honoroff plant is about 2,000 gallons a day.

...for every caulking job



To keep heat in (or out)—to seal all openings around glass, shingles, to seal nail holes . . . and for every other job where caulking is required—use CALBAR CAULKING COMPOUND—it's ELASTICIZED! Non-hardening, non-staining and adhering perfectly to ANY surface, it is conveniently available in a complete line of grades for knife or pressure gun . . . and a full selection of colors, including Calbar Aluminum Caulk-O-Seal for Aluminum Siding and Storm Windows.



CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 North Martha Street,
Philadelphia 25, Pa.

Your Jobber Can Supply You

Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting of corners and along window and door frames, give added protection, by using individual zinc corner strips . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.

Formerly DOUBLE GRIP BRASS CLIP CO.
211 S. Main St. Kokomo, Ind.

TOOLS

"Everything for the Roofer"

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

**Roofers' Supplies
Contractors' Supplies
Anything You Need**

ALL STATES ROOFERS SUPPLIES
2107 W. LAKE ST. CHICAGO, ILL.

scaffolds as compared to your company's well-trained, seasoned and experienced workmen — and it is risky even for them.

Suggest that his re-roofing and residing equipment will likely be home-made, while the up-to-date equipment used by your company's workmen is known to be quite safe and sure, being tested periodically to prevent such accidents. Explain that he too might accidentally fall from the roof or scaffold, or have the ladder break, as many owners (and even expert workmen) have fallen in the past.

Climbing around and working on any roof or sidewall job is always a very risky matter even for your company's trained mechanics; and that if he should accidentally fall he would certainly lose many times the small amount of money he might expect to save by doing his own applying.

Rural Market

(Continued from Page 18)

time. Although the initial outlay for aluminum guttering is more, our men emphasize that this type is more permanent, that it requires no soldering, no slip joint, and that it is rust-proof.

"Our salesmen also stress that aluminum guttering does not require painting, is just as attractive without it. Our salesmen advise a prospect that aluminum guttering should last, indefinitely, if properly installed. PERMANENCY and DURABILITY are words that seem to strike a responsive note with farmers, particularly, and we close many a guttering sale simply by repeating these features again and again. It seems to be part of the psychological make-up of the farmer to prefer things with lasting qualities."

\$2,500 Spent on Advertising

Although the firm occasionally inserts classified advertisements in small community weeklies, most of the annual \$2,500 advertising budget is channelled to telephone book, direct mail and display ads in "The Kansas City Star," which, incidentally, has a nice coverage in the rural areas in which the company is doing business. The telephone book ad takes a \$750 chunk of the promotional allocation.

In writing ad-copy, Julius Rosen goes into a huddle with "Star ad-men, and the text of ads usually have seasonal themes. In the winter, when roofs often leak, roofing is plugged in the advertisements in a section of the

newspaper titled "Repairs and Services." In the fall, with winter's onslaughts in the immediate offing, siding is boosted.

Classifieds Pay Off

Classifieds insertions, used the year round, have pulled lots of business because, Rosen explains, "It seems to be the tendency of the homeowner, when in trouble to turn to either the classified columns of the newspaper or the yellow section of the telephone book."

When the company adds a new product, as when they were pioneering baked enamel aluminum lap siding in this area, a series of advertisements, complete with illustrations, is scheduled. A direct mail campaign, just getting under way, will include once-weekly mailings, and employ the use of mailing lists developed by salesmen. At least 500 merchandising pieces will be dispatched each mailing.

Quarter-Million Gross

The company, established in 1947, employs a personnel of twenty-five, including eight applicators. All workmanship carries a 2-year guarantee. The firm grossed one-quarter of a million dollars the first year in business, and while the present tempo isn't quite that fast, Rosen and Parks believe they can keep their annual intake around the quarter-million mark simply by stepping up selling effort and ironing out butterflies in their canvassing system.

"Our canvassing has been a weak link, a condition which prevails in most organizations," confesses Rosen. "We've had too many doorbell-ringers coasted along on two-hour working days others who work diligently for a couple of days then lay off for a period. What we are striving for in the future is a team of canvassers who will work six hours, five days a week. Merely by exercising more selectivity in hiring canvassers and selecting ambitious men who aren't content to remain canvassers, I believe we can improve results in this department. In training canvassers, we stress the importance of courtesy and a friendly smile.

"And another thing, in girding for the more sharply competitive future market, we're going to step up the number of callbacks. We've been content to use the one callback plan heretofore, but that is passe, and from now on three, four and even five callbacks will be the order of the day.

the genuine red cedar

Shingle with the new Baked-on Finish



American

Dua-Laps

DOUBLE COURSE SHINGLES

CERTIGRade STRAIGHT GRAIN RED CEDAR

BEAUTIFUL! MORE DURABLE!

New Infra-Red drying process gives Dua-Laps a harder finish and the most beautiful coating you've ever seen. The perfect product for remodeling and new construction.

NOW EASIER, FASTER, MORE ECONOMICAL TO APPLY!

Builders are now using gypsum or insulation sheathing and ES-Nails for a faster, easier application. No stripping necessary!

NO IMITATION . . . DUA-LAPS

ARE THE REAL THING!

The genuine is made only from certigrade straight grain red cedar, nature's prize insulator.

* Send for samples; they're all taken from warehouse stock • A few choice territories still available.

Write today.

THE

American

STAINED SHINGLE CO.

GENERAL OFFICE 381 SPRUCE STREET • COLUMBUS 8, OHIO



HERE'S "MONEY-IN-YOUR-POCKET" EFFICIENCY

The machine Roofers have needed for years is now ready to go to work for you, saving you time and money and speeding up your roofing jobs. Mops and lays 125 to 150 3-ply squares a day with only 3 men (one pulls the machine, one follows with a broom to see that the felt is down tight with no fish mouths, and the other gets the rolls of felt ready and also brings the Hot Stuff to the machine).

The MATT FELT LAYER is well made to last for years yet is light to pull and not fatiguing to workmen. The flow of Hot Stuff is evenly controlled by needle valves and a 36" mop spreads it uniformly under the felt strip. The machine is pneumatically tired with no mechanism to fail or cause trouble.

Order a MATT FELT LAYER today—be ready for the big work ahead.

MATT COIL-LESS BURNER CO.
4015 West Lake Street

Chicago 24, Ill.

MATT FELT LAYER

**Mops and Lays
in One
Operation**

•
**Other
MATT
Products**

Buckets
Hot Stuff Buggies
Hot Stuff Carriers
Felt Carriers
Pouring Cans
Mops
Kettles
Coil-less Burners

(Continued from page 24)

Assistant Sales Manager—Mill Division. Mr. Brenneman has been with the company since 1947, and has held the positions of Material Control Supervisor and Sales Representative. He was formerly associated with the Aluminum Company of America in Pittsburgh and Chicago.

Correction!

In an ad printed in the January issue concerning the Industrial Bank of Commerce of New York it was noted that the Bank cooperates with the Northeastern Roofing, Siding and Insulating Contractors Association through its membership in Queens-Brooklyn Council, Bronx-Westchester Council and Nassau-Suffolk Council Roofing-Siding Insulating Associations. Inadvertently the name of the Roofing, Siding and Insulating Guild of New Jersey was left out of the announcement. Industrial Bank of Commerce also cooperates through membership in the New Jersey Guild.

Siding Sales

(Continued from page 13)

other allied work—such as roofing, gutter repair and carpentry.

Constant improvement and development of the product has helped insulating siding sales to attain their present high level. Brick, stone and shingle designs were worked out. A wide color range was gradually developed in each of these styles. More recently, such designs as the overlap shake shingles were added to the line. These appearance factors have been combined with improvements in quality through research on binder material, adhesives, asphalt saturation, and mineral granules.

Application techniques have kept up. Only recently, the Insulating Siding Association, with industry support, published a new application manual. This outlines not only more efficient, but much simplified techniques for applying insulating siding.

So much for the past . . . what about the future?

Construction Prospects Bright

Home improvement and repair volume always has followed very closely any upward trend in the building field. On the other hand, repair work in particular, and improvement to some extent, has the happy faculty of overlooking downward trends in construction. A moment's reflection, of course,

KARNAK

Gives You All 3!

1. Ease of Application

Unrolls smoothly at all temperatures. Cuts labor costs, eliminates delays.

2. Higher Profits

Evenly rolled, can be used down to the last inch. Packed in individual cartons, eliminates waste.

3. Finest Quality

Meets government, railroad and ASTM specifications. Cut sizes and rolls, all widths up to 36-in.

WRITE TODAY for illustrated folder describing the complete KARNAK line. There's a KARNAK product for any asphalt specifications.

MEMBRANE FABRIC

KARNAK Asphalt Coatings

for Roofs, Metal Surfaces and Masonry Surfaces. Foundation coatings, for brush, spray or trowel application.

KARNAK

Aluminum Roof Coatings

SEE OUR CATALOG
SWEETS FILE

LEWIS ASPHALT ENGINEERING CO.
30 Church St., New York, N. Y.

Manufacturers of Asphalt Specialties for 25 Years

makes it clear that repair work, if anything, is increased by a lack of new building.

Opportunity for Steady Business

One of the factors upon which realization of the great future potential will depend is the aggressiveness of those in the home modernization and repair field. Quoting the opening words of the Dodge report—"The 1950 construction market will be abuser's market"—this means that dealers with wisdom and courage who prepare themselves for the opportunity will prosper; the others will fall by the wayside.

Better service and workmanship will be required. Astute merchandisers have already realized that winter dormancy cuts deeply into year-end profits and are now selling siding the year around. They have found customers ready to purchase insulating siding when the benefits of the material could be realized immediately. What's more, insulating siding is easily applied in winter months.

It will be well to keep in mind the results of a 1949 consumer survey by the Insulating Siding Association which showed that each outstanding job sold an average of two more. In other words, each application of siding is a living billboard which does more than anything else to promote additional sales.

At this time dealers should be replenished their insulating siding stocks in preparation for the bright opportunities that lie ahead. During the seasonal peak, shipping delays are almost certain again this year, and consumers will be shopping for the dealer that can supply them immediately. In an active modernization year, dealers who hesitate to carry an adequate inventory will suffer loss of business and profit to more aggressive merchants.

Competition from other types of siding material is a growing feature of the insulating siding market. It is paradoxical that insulating siding, through its own success, in great part inspired other types of siding. However, insulating siding with its multiple advantages and low cost is in a position to accept health competition.

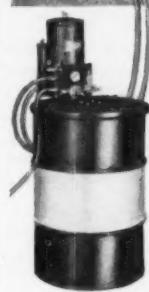
In conclusion, it might be said that the opportunities ahead are unlimited for those with vision and resourcefulness in the insulating siding industry.

Reprinted from Sheet Metal Worker, January 1950 issue

Easier and Safer to *SPRAY* Roof Coatings FROM ORIGINAL DRUMS



Actual photo of Alemite "Versatal" Pump spraying a fibrated roof coating at over 30 squares per hour.



EASY... because with Alemite Versatal Equipment, the roofer uses a light 5-foot spray head and light flexible hose. This eliminates carrying of materials by hand. Insures a better roofing job, too! Compounds are more uniformly distributed with easier control of thickness.

SAFE... no burns possible if you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground. You can pump

direct to the point of application through as much as 300 ft. of hose.

"BARREL-TO-ROOF"... you pump from the original drum most fibrated and non-fibrated coatings that seek their own level in the container. Contractors report application costs of as low as 10c a square. Spraying is the modern way to apply roofing.

For complete information, call the nearest Alemite distributor, or write Alemite, Dept. A-30, 1830 Diversey Parkway, Chicago 14, Illinois.



PIGEON PROOFING

**Bird Nuisances Eliminated
Effective — Economical — Lawful
Positive**

— Beware of Patent Infringements —
OUR WORK GUARANTEED

THE STANDARD PIGEON & BIRD REPELLENT CO., INC.

523 West 184th Street

New York 33, N. Y.

Wadsworth 7-3300
CABLE STANGARD



The Free BOOKLETS offered here represent the most expert knowledge available in each specialized field. USE THE COUPON BELOW to secure the booklets you want—and please PRINT your name and address clearly.

MEMBRANE FABRIC . . . and asphalt products, for roofing, waterproofing, insulation, damp-proofing, flooring, and many other roofing products, by a quality house at reasonable prices. Check 1.

ROLL SIDINGS . . . Never need painting or staining, stay good-looking for years. Promotional material sent free if you check 2.

ROOFERS TOOLS . . . Can't get it anywhere else? Then try here. For lists and prices, check 3.

HOOK KNIFE . . . with a retractable blade. Something really new in roofing knives. Blades are reversible, too, giving four cutting edges, and adjustable for depth of cut. No. 4.

METAL BACK BAND . . . for any siding, solves the problem of window trimming. It is a continuous type metal trim. Installed against the casing or on top of the face of the casing. No wood moulding required. Complete info. Check 5.

ROOFING, SIDING & BUILDING . . . Specialties Manual. Fifth Year. 1950 Edition just out has all the data you're used to seeing in these standard reference books of the trade, plus lots of new information about products you can add, like combination windows, overhead garage doors, kitchen tile, and many more. \$3.00. On approval if you check 6.

PIGEON PROOFING . . . Effective, economical and permanent elimination of the nuisance of pigeons and other birds roosting on buildings with our patented process. Dealers: write for complete info by checking 7.

HEAVY DUTY ROOFS . . . Learn how to build productive roofs on apartments, schools and office buildings. Specifications free, check 8.

SNOW GUARDS . . . for many types of roofs. Standard for fifty years. Details and complete roofer's wholesale prices available, check 9.

BITUMATIC CEMENT . . . and many other roofing products for details check 10.

NEW MAGAZINE . . . Contractors have a chance to get the inside information in a rapidly developing field: "Building Specialties" monthly, tells all about storm-screen combo windows, overhead garage doors and many others. \$3.00 year. Samples free if you check 11.

NO FREEZING . . . with this unit which prevents winter freeze in drains. Only one size needed, easy to handle, simple to install. A steady, all-winter selling item. Check 12.

MIDGET LOUVERS . . . Made of aluminum, small, clean, neat. For literature and prices on this easy installed item, check 13.

EXTRA HEAVY SHINGLES . . . these roof shingles last much longer than ordinary varieties because they have an extra layer of stabilized asphalt coating plus a second layer of fireproof mineral granules. Check 14.

RED CEDAR SHINGLE . . . with the new baked-on finish. Beautiful! More durable, shingles that are the real thing, easier and faster to apply. Made only from certigrade straight grain red cedar, nature's prize insulation. For samples and info, check 15.

OVERLAP SIDING . . . Has the richness of hand-split wood shingles. Dealers all over the country are rolling up faster sales—easier profits. Also aluminum corners with super-adhesion finish. Full info, free samples, Check 16.

ALUMINUM AWNING . . . kit that sells on sight. This packaged aluminum awning is a

made to order deal for home and industry. Territories also available for application. Name of nearest jobber sent if you check 17.

FELT-LAYING MACHINE . . . At last, a machine that automatically does the job of laying felt on a built-up roof. Three men do the work of five. For information, see details, check 18.

MAN-SIZE . . . all steel, unbreakable roofing bracket, patented folding. Check 19.

MOP HEAD AND STAPLE . . . and many other roofing accessories. For information check 20.

CAULK IT UP . . . with this perfect sealing compound which comes in many colors. Information and free gun offer, check 21.

ZINC CORNER STRIP . . . Improved appearance at corners and along window and door frames on siding jobs with this metal siding trim. For complete details check 22.

CORK ROOF INSULATION . . . has greater structural strength, high insulating value, lighter weight. For free manual check 23.

PATENTED ROOFING KNIFE . . . The 2-pointed steel blade gives double value, two blades for the price of one. New blade easily inserted. Prices, check 24.

SUPER-LIGHT LADDERS . . . A famous company now puts out magnesium ladders which combine maximum strength and durability with labor-saving lightness. Mechanical assembly eliminates fillet welding. Automatic spring-type locks. In single, step and extension ladders. For Bulletin L-70, sent free, check 25.

OVERLAP SIDING . . . Has the richness of hand-split wood shingles. Dealers all over the country are rolling up faster sales—easier profits. Also aluminum corners with super-adhesion finish. Full info, free samples, Check 26.

KETTLES FOR "HOT-STUFF" . . . many sizes, skidmounted, steel wheels, hard rubber tires and pneumatic tired roofing kettles. Leaflet 400A, free, check 27.

MANY ROOF DRAINS . . . with copper flashing and expansion joint. Some territories open. For information, check 28.

ROOFING KNIVES . . . Keen, rigid blades driven into custom built handles that provide just the right drip. Prices, details: check 29.

HANDWINCH . . . One man can lift or pull loads up to 10,000 lbs. with this simple, rugged device which weighs only 95 lbs. Sets up anywhere. For information check 30.

INSULATING ROOFS . . . with this highly moisture resistant product keeps heat loss through the roof at a minimum in winter and top floors much cooler in summer. For full information check 31.

CAULKING COMPOUND . . . Easily applied with a pressure gun, comes in a variety of colors. For more information on this fuel-saver check 32.

BUILT-UP ROOFS . . . Asbestos, fireproof, and rot-proof forms the basic material of the felts in these built-up roofs. For free manual on built-up roofs check 33.

MAIL THIS COUPON

AMERICAN ROOFER and Siding Contractor
425 Fourth Avenue, New York 16, N. Y.

I would like literature or information on the following:

1 <input type="checkbox"/>	7 <input type="checkbox"/>	13 <input type="checkbox"/>	19 <input type="checkbox"/>	25 <input type="checkbox"/>	31 <input type="checkbox"/>	37 <input type="checkbox"/>	43 <input type="checkbox"/>
2 <input type="checkbox"/>	8 <input type="checkbox"/>	14 <input type="checkbox"/>	20 <input type="checkbox"/>	26 <input type="checkbox"/>	32 <input type="checkbox"/>	38 <input type="checkbox"/>	44 <input type="checkbox"/>
3 <input type="checkbox"/>	9 <input type="checkbox"/>	15 <input type="checkbox"/>	21 <input type="checkbox"/>	27 <input type="checkbox"/>	33 <input type="checkbox"/>	39 <input type="checkbox"/>	45 <input type="checkbox"/>
4 <input type="checkbox"/>	10 <input type="checkbox"/>	16 <input type="checkbox"/>	22 <input type="checkbox"/>	28 <input type="checkbox"/>	34 <input type="checkbox"/>	40 <input type="checkbox"/>	46 <input type="checkbox"/>
5 <input type="checkbox"/>	11 <input type="checkbox"/>	17 <input type="checkbox"/>	23 <input type="checkbox"/>	29 <input type="checkbox"/>	35 <input type="checkbox"/>	41 <input type="checkbox"/>	47 <input type="checkbox"/>
6 <input type="checkbox"/>	12 <input type="checkbox"/>	18 <input type="checkbox"/>	24 <input type="checkbox"/>	30 <input type="checkbox"/>	36 <input type="checkbox"/>	42 <input type="checkbox"/>	

If you want American Roofer, 12 months for \$3.00, check here

Name . . .

Position . . .

Company . . .

Address . . .

City . . .

State . . .

March, 1950

INSULATING BRICK SIDING . . . Looks like real brick and is a better insulator than real brick. Complete literature sent free if you check 34.

KETTLES, PUMPS, HOISTS . . . many types and varieties available. Only kettle with burner preheating in place. Literature: check 35.

ALUMINUM ROOFING ACCESSORIES . . . of all kinds. For leaflets describing nails and staples, accessories, or other products, check 36.

ROOF COATING . . . that gives all-weather protection to the roof. This liquid asbestos roof coating saves you money and you can prove it for yourself. Complete information if you check 37.

SPRAYING EQUIPMENT . . . It's easier and safer to spray roof coatings from original drums, with this light 5 foot spray head and light flexible hose. Eliminates carrying of materials by hand. For complete information check 38.

LIGHT COLORED SHINGLES . . . that harmonize colors and blends—a first for this company in providing lighter colored asphalt shingles that are outstanding in beauty, distinction and sales appeal. Check 39.

BIRDS CAN'T ROOST . . . when you've applied this bird-proofing compound, a chemical answer to the problem of bird-proofing. Can be applied to any type of building and protects a full year. Distributorships open. 40.

ROCK WOOL SALES . . . will increase rapidly if you tie in with this progressive 1950 program. The company will help you in every basic way if you want to get in on a great sales deal. For complete details check 41.

TUBULAR STEEL SCAFFOLDING . . . and equipment pays for itself on all kinds of roofing, siding, and insulation jobs. Easy to erect, maneuver, dismantle and transport. Complete catalog sent if you check 42.

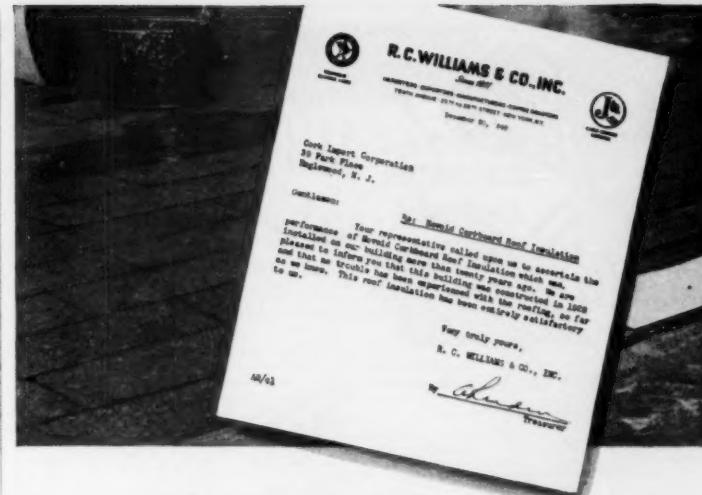
ALUMINUM BUILT-UP . . . 19" selvage roofing provides a continuous heat-reflective, maintenance-free roof. Ordinary lapped courses provide two layers of felt and a top surface of embossed aluminum bonded to the felt. Check 43.

BIG PROFITS . . . with these aluminum cwnings for dealers who demand them. Two factories serve you direct. Immediate delivery. Approved for FHA financing. Check 44.

ASPHALT & ASBESTOS . . . Roofing has the extras. Tie in now with the biggest, hardest hitting advertising-merchandising program in history. These 1950 Shingles will be sold quickly with ad mats, direct mail, job signs and samples supplied by this company. Check 45.

NEW KETTLES . . . A scientifically designed up-to-the-minute modern kettle that cuts fuel bills and produces the flow of hot materials in $\frac{1}{2}$ the time formerly required. By a firm that has the "know-how" of 40 years. Check 46.

CORK ROOFING . . . For efficiency, low cost, ease of handling, and long trouble-free service there is no roof that'll beat this. Year round resistance to weather for more than twenty years. Check 47.



Wouldn't you rather rely on EXPERIENCE?

It's all very well to trust laboratory data—when nothing better is available. But in roof insulation there's a wealth of more dependable information—actual experience with Novoid Corkboard's performance on the job.

Nothing else on the market today has a record like corkboard's—for efficiency, low cost, ease of handling, and long trouble-free service. It's a record established

under all kinds of unfavorable weather and humidity conditions, the year round, year after year, for more than twenty years!

There's no better assurance you can give the customer who wants a quality roof than this service record of Novoid Corkboard Insulation. You can get Novoid from a distributor near you. May we send you his name? Novoid Cork, Englewood, New Jersey.

NOVOID CORKBOARD ROOF INSULATION

ATTENTION: SIDING MANUFACTURERS

To manufacture a good siding panel and then be forced to use corner units which are not up to par is a shame! We have the answer to the manufacturing problem in the form of a CORNER FABRICATING MACHINE, for sale or lease . . .

- Production — 150 units per hour.
- Number of Operators Required — ONE.
- Type of Corner — brick, shingle, stone design (thick or thin).

DREXEL INDUSTRIES, 2089 E. TEN MILE, HAZEL PARK, MICH.

Phone CENTERLINE 2498



**TWO FACTORIES
SERVE YOU
DIRECT**
IMMEDIATE DELIVERY
**PHONE — WIRE — WRITE
NEAREST FACTORY**

TREMENDOUS PROFITS! A DEALER'S DREAM!
APPROVED FOR F.H.A. FINANCING

COOL RAY ALUMINUM AWNING CORP.

3949 S. FEDERAL STREET
CHICAGO 9, ILL.
Wagner 4-9700

**WANTED! DEALERS WHO DEMAND
BIG PROFITS!**

**LUSH PROTECTED
TERRITORIES
AVAILABLE
— NOW —**

We are manufacturing one of the "hottest," fastest-growing aluminum awning lines in America—and do lend all possible assistance to our dealers—SALES PARAPHERNALIA—ADVERTISING COOPERATION—PERSONAL ATTENTION!



1455 SOUTH AVENUE
YOUNGSTOWN 2, OHIO
Phone 6-4011

**ADJUSTABLE PIPE
SNOW GUARDS**

"PROTECTOR" **"FITRITE"**

For Residential
Type Buildings
2 PIPES $\frac{1}{2}$ " IPS
Installed on old
roofs without re-
moving slate. Ideal
for small homes.

3-Pipe

3 PIPES $\frac{1}{2}$ " IPS
For large slate
roofs, Spanish Tile,
corrugated and
other steep roofs.

**SEE OUR
SALES IN
SWEET'S**

Write Dept. "R" for catalogues and
prices. To protect trade please use your
printed stationery.

DAVID LEVOW 308 WEST 20ST
NEW YORK
TELEPHONE CHELSEA 3-2400-2401

Complete Roofers' Tools and Supplies

ROOF SCRAPERS

The "Fitrite": Double edge reversible
blades, $3\frac{1}{2}$ ", 6" and 7" sizes.
The "Rival": Single edge removable
blades. Strong. Simple construction.
 $3\frac{1}{2}$ ", 7", 14" sizes.

PORTABLE ELECTRIC SAW GUN

**BRONZE STRAINERS
MOPS & MOP YARNS
LADDER BRACKETS
ROOF BRACKETS**

ORNAMENTAL LEADER STRAPS

These straps sold thru jobbers only.

ALUMINUM MOP HANDLE



Light weight. Outlasts wood many
times. Unbreakable, economical.
Will not burn!

**Fiberglas Mop Yarn and
Ready Made Mops**

Convention

(Continued from Page 16)

Road, Baltimore, Md.; and Harry O. Rex, Rex Roofing Company, 683 Broad St., Bristol, Conn.

Continuing to serve as Managing Director is Mr. Nichols, and as Treasurer, D. C. Lingenfelter, Home Modernizers, Inc., 175 Westfield Ave., Roselle Park, N. J.

To fill vacancies created in the Directorate for 1950, the following members were appointed:

J. W. Hoffman, Acme Insulation Engineers
606 Rhode Island Ave., N. E.
Washington, D. C.

A. P. Kugler,
Thermo-Wall Insulation Co.
109 Fort Lee Road
Leonia, New Jersey

Carroll W. Lawrence
C. W. Lawrence Co., Inc.
30th St. & Chestnut Ave.
Baltimore, Md.

O. G. Norton
O. G. Norton Co., Inc.
112-05 Francis Lewis Blvd.
St. Albans, Queens, N. Y.

Geo. E. Pruitt
Geo. E. Pruitt & Sons
92 W. Church St.
Fairport, N. Y.

Joseph Windisch
Unico Roofing & Siding Co.
146 N. Fifth St.
Allentown, Pa.

John H. Williams
Insulation Engineering Associates
371 Franklin Ave.
Hartford, Conn.

E. C. Shirley
Schust-Shirley Co., Inc.
2300 Taylor St.
Fort Wayne, Ind.

Raymond Damphousse
Damphousse Siding, Insulating &
Roofing Co., Inc.
200 Mt. Vernon St.
Lawrence, Mass.

A. E. Hart
A. E. Hart Roofing, Siding &
Insulation Co.
529 Howard Ave.
Bridgeport, Conn.

Next Year's Convention

The next NERSICA Convention will be held at the Commodore Hotel, Lexington Ave. and 42nd St., New York City, with Exposition in the Grand Ballroom. Dates have been tentatively set for March 5, 6 and 7, 1951. However, an attempt is being made to secure dates which will include a Saturday and Sunday week-end, and if this is done there will be a change. There will be about 100 booths available, the largest number at any NERSICA Convention in history.

The 1951 Show will be advertised as a general home improvement and building specialties show, with such items as kitchen cabinets being stressed among all the other diversified lines. There will be another Sales Clinic, such

as featured the successful Convention of 1947.

Insurance Safety Winners

Winners of the 1948-49 Safety Contest sponsored by the N. Y. NERSICA Group Insurance include the following, as announced at Atlantic City:

Group A

1. Consolidated Housecraft, Inc., Hempstead, N. Y.
2. McRae Bros., Patchogue, N. Y.
3. Consolidated Insulation Co., Orchard Park, N. Y.

Group B

1. N. C. Freed Co., Rochester, N. Y.
2. Niederpruem Contractors, Buffalo, N. Y.
3. Colonial Home Improvement Co., Syracuse, N. Y.

Group C

1. Eastern Insulation Co., Brentwood, N. Y.
2. Parkside Roofing & Sheet Metal Works, Port Chester, N. Y.
3. Burden Roofing, Siding & Insulation Co., Homer, N. Y.

The Group is underwritten by the State Insurance Fund under the supervision of James A. Holton, NERSICA Insurance Counselor.

Future of FHA

In Doubt As Congress Wrangles

As the March issue of AMERICAN ROOFER & SIDING CONTRACTOR goes to press there appears to be but dim hope that the Title I and Title II FHA Loan Provisions will be continued. Almost until the moment these words were being written, Senator Maybank appears to be dead set against any continuation whatever of these FHA Loan Provisions. Support is being given by Chairman Spence of the House Banking & Currency Committee, but if support is not forthcoming from the Senate FHA Titles I and II will die.

Mr. C. N. Nichols of NERSICA, reported at press time, that "there is a slim ray of hope that the title I and II provisions will be separated from the middle-income housing bill and extended for sixty days or more". Should titles I and II get another lease on life while the middle-income bill goes down to defeat there is every good chance that it will written into permanent legislation according to Mr. Nichols.

Meanwhile the middle-income housing bill faces rough going, with the home improvement provision cut in half to an amount of \$250,000,000.

**Make Your Work Easier
WITH THESE**

MAGNESIUM LADDERS

LIGHT • STRONG • Safe

Single Ladders provide labor-saving lightness that combines maximum strength and durability. Rungs are $1\frac{1}{4}$ " x 1" half round. Mechanical assembly eliminates filler welding. Semi-channelled side rails are $1\frac{1}{4}$ " x $3\frac{1}{2}$ ". Available in nine sizes from 4' to 20'. No soft aluminum rivets are used.

Extension Ladders are made with $1\frac{1}{4}$ " x $3\frac{1}{2}$ " semi-channelled side rails with continuous interlocking slide action the entire length of each section. Easier to handle, these ladders eliminate many accident hazards. Automatic spring-type locks. Sizes: 16' to 40'. $1\frac{1}{4}$ " x 1" rungs designed to carry heavy loads.

SUPERLIGHT Step Ladders weigh less than wood step ladders—approximately two pounds per foot. Such lightness means real convenience and easy handling. Properly designed for safety and lasting service. Extra strong steps with skid-resistant treads. Sizes: 4, 5, 6, 8, 10'.

WRITE FOR BULLETIN L-70

Manufacturers of: GOLD MEDAL Tubelox Steel Scaffolding—Safety Scaffolding Machines—Junior Safety Swinging Scaffolds—Steel Sidewalk Bridges—Ladders, Light Ladders & "TROUBLE SAVER" Sectional Steel Scaffolds—Steel Scaffold Brackets—Adjustable Trestles.



for Greater Safety . . . Efficiency . . . Economy

THE PATENT SCAFFOLDING CO., Inc.

38-21 12th Street • Dept. AR • Long Island City 1, New York

See Your Classified Telephone Directory for nearest GOLD MEDAL Distributor.



**They must make
good or we will!**



**No play!
No wobble!**

STAY SHARP ROOFING KNIVES

First choice with roofers for almost 100 years. Stay Sharp Knives are preferred because they have a keen, rigid blade that cuts and trims smoothly—evenly—accurately! Hand-honed blades, uniformly tempered by an exclusive process are driven into custom built handles . . . never a wobble. And you'll never tire from an uncomfortable grip—Stay Sharp Knives are designed for perfect palm fit, always giving you a firm grip.

Since 1850, R. Murphy Stay Sharp Roofing Knives have made roofers' work easier. They must make good or we will!

Ask for them at your nearest Hardware or Roofing Supply Store

**R. MURPHY'S
SONS COMPANY**

**AYER,
MASSACHUSETTS**

R. MURPHY Knives



**Tubular Steel
SCAFFOLDING and EQUIPMENT**



Builds to any height with ladder sections. Ideal for roofers, painters, builders, maintenance men.



Towers of any height and length can be erected with aid of diagonal braces.

Write for Complete Catalog

BIL-JAX INC. • ARCHBOLD OHIO

**Manufacturers
& Distributors**

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durex Products

**METROPOLITAN
ROOFING SUPPLIES CO., INC.**
286 East 137th St., New York City



Asbestos Shingles

(Continued from Page 17)

come in a variety of colors, including green, red, blue and gray. Some manufacturers offer additional colors.

Dutch lap shingles can be laid with either a one-fourth or a one-third side lap. The headlap is fixed at three inches. The one-fourth lap requires fewer shingles and less labor and is correspondingly cheaper. The one-third lap makes a heavier roof and is recommended where pitches are low and winds are severe.

Hexagonal

Hexagonal type asbestos shingles are somewhat lower in cost than the other shapes. While nearly square, they are applied in a diamond pattern and the overlapping of the top and bottom points gives them a hexagonal or honeycomb appearance. Hexagonal shingles require a minimum of material for overlapping. When properly applied they are completely weatherproof.

Asbestos shingles of the hexagonal type usually are smooth surfaced. They are made in a variety of colors. The most popular again are gray, blue, green and red. A mottled pattern also is in demand.

Hexagonal shingles combine attractive appearance, durability and economy. They are favored for farm buildings of all kinds, for homes and for a wide variety of miscellaneous structures.

Starters and ridge finishing accessories are available for all types of asbestos shingles.

ADVANTAGES

Permanence, incombustibility, rot-proof service and freedom from maintenance expense are outstanding advantages of all four types of asbestos shingles. They contain nothing that will burn, which means lasting protection against roof-communicated fires. Structural savings in the form of lighter weight roof decks and supporting rafters are possible when asbestos shingles are used in place of heavier types of rigid roof coverings.

USES

Asbestos shingles are recommended for homes in all price ranges. They are particularly well suited for coastal areas, where salt laden moisture is damaging to many materials, and to southern and western homes which are



**FOR EFFICIENT VENTILATION . . .
AT LOWEST COST!**
Helps correct condensation, excessive attic heat, dampness in unexcavated areas, moisture blistering of house paint. Easy to install. Essential on insulated buildings . . . desirable everywhere else. Ask us for full information.

MIDGET LOUVER CO.

8 WALL STREET
NORWALK, CONN.



**CLASON
SNOW GUARDS**

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**
275 Canal Street, Cartier Building
Providence, R. I.
Write us for Roofers Wholesale Prices

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.
\$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"
808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

exposed to extensive periods of intense sunshine. Neither salt air nor intense heat has any deteriorating effect on asbestos cement. Asbestos shingles also are favored roofing material for farm dwellings and service buildings. The attractive, substantial appearance of asbestos shingles and their durability recommend them for use on schools, churches, auditoriums and similar structures where roof areas are large and low upkeep is an important factor.

Asbestos shingles are equally adapted for use on new buildings or for application over old roofs. Usually the new shingles can be applied right over the old roof, thus saving the cost of removing the old shingles and giving the roof the added insulation value of the old roofing.

Sold by Square

Asbestos cement shingles are sold by the square, which means sufficient shingles to cover 100 square feet of surface when applied according to the manufacturer's directions.

ACCESSORIES

Eave Starters, Hip and Ridge Shingles, Ridge Rolls

These items are made especially to simplify the application of asbestos cement shingles. They are purchased separately.

Roofing Felts

No. 15 asphalt saturated felt is used to cover new roof decks before asbestos shingles are laid. The asphalt-saturated felt comes in a three-square roll.

Nails

Galvanized needle-point nails are recommended. For new roofs use 1 1/4-inch nails. When re-roofing over old shingles, use 2-inch nails.

Asbestos Shingle Cutter

Dealers handling asbestos cement shingles should have several shingle cutters on hand for the use of customers. They cut the shingles quickly, accurately and neatly. They also have a punch for punching nail holes wherever necessary. These cutters can be used right on the roof.

Ripper

A ripper is a standard roofer's tool made to be slipped between two courses of shingles. It is used to cut off the nails holding the upper shingle so that it may be removed for replacement.

Roof Fires Outlawed

In virtually all communities which have building codes, asphalt shingles or other fire-resistant roofing must be used. Flammable roofing is prohibited.

Littleford 66-R KWIK-MELTER ROOFERS KETTLE

Designed for Safety,
Speed and
Low Cost
Operation



This new and different Littleford "Kwik-Melter" gives Roofers savings never before made available in melting kettles.

The Burner firing in the center against a conical casting that divides the flame into two flames, fuel economy, "Sputtering" and "Scorching" caused by concentrated heat into one flame. Kettle men like the "Kwik-Melter" too, because the burner preheats in position—no pulling the burner out of the well to preheat. Nine inch lower loading height, flash proof covers, heavy duty channel frame, spring type running gear and rain hood over stock. The burner well are only a few of the many points of superiority in the "Kwik-Melter." For Speed—Production—Durability at lower cost, make your next Kettle a "Kwik-Melter." Portable Sizes 80, 115, 175, 300 gallons. Stationary Sizes 55, 80, 115 gallons.



LITTLEFORD

LITTLEFORD BROS. INC.
430 E. Pearl St., Cincinnati 2, Ohio

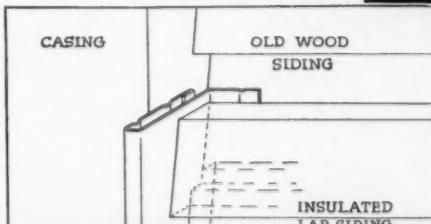
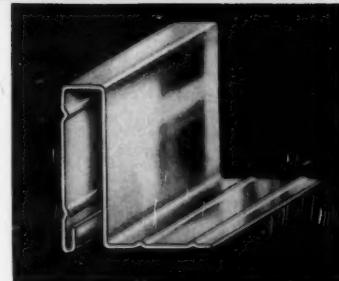


ROOF PUMP
Littleford Model 75 Roof Pumps puts the "Hot Stuff" right up on the roof. Designed to handle Tar, Asphalt or Pitch with no acid action on the pump. Model 75 draws the material from the kettle pump 10' to the discharge head on roof can be used with any type kettle.

ROOF HOIST
Littleford Roof Hoists are small, compact and sturdy. They're made to hoist heavy loads of roofing materials, gravel, sand, etc. up to the roof. Have hand controlled Brake and Clutch. Made in two sizes, 2 1/2 and 4 H.P.

METAL BACK BAND FOR ANY SIDING

WE SOLVED THE PROBLEM OF WINDOW TRIMMING with our No. 500 metal back band (Pat. Pend.). This is a continuous type metal trim. It is installed against the casing or on top of the face of the casing, depending on the type of construction involved. No wood moulding is required in conjunction with this back band.



THE ILLUSTRATION AT THE LEFT shows installation against the casing.

Its neatness and attractiveness improve the appearance of the whole job.

FOR COMPLETE INFORMATION
on this product as well as
other METAL MOULDINGS—
CONTACT:

CHICAGO METALLIC SASH CO.

2112 OGDEN AVE.

CHICAGO 12, ILL.

INDEX ADVERTISERS

Aegis Laboratories	28
Aeroil Products Company	8
Ajax Building Bracket Co.	26
All States Roofers Supplies	30
Armstrong Cork Co.	12
American Hoist & Derrick Co.	29
American Stained Shingle Co.	31
Barrett Division, Allied Chemical Dye Corporation, The	2
Bil-Jax, Inc.	38
Bugher Manufacturing Co.	30
Brixite Manufacturing Co.	3
Calbar Paint & Varnish Co.	30
Cartier & Sons Co., The M. N.	38
Celotex Corp., The	22-23
Chicago Metallic Sash Co.	39
Connery Construction Co.	28
Cool-Ray Aluminum Awning Corp.	36
Cork Import Corp.	35
C-Thru Aluminum Awning Co.	27
Donovan Mfg. Co.	40
Drexel Industries	35
Flintkote Company, The	7
Frey & Co., Frank P.	30
Hyde Manufacturing Co.	8
Insulite Siding	41
Johns-Manville	4
Jones & Brown, Inc.	19
Lewis Asphalt Engineering Co.	32
Levow, David	36
Littleford Bros.	39
Nichols Wire & Aluminum Co.	26
Matt Coil-Less Burner Co.	32
Metropolitan Roofing Supplies Co., Inc.	38
Midget Louver Co.	38
Mundet Cork Corp.	10
Murphy's Sons Co., Robert	37
Panther Oil & Grease Manufacturing Co.	5-6
Paralastic Products Co.	38
Patent Scaffolding Co., The	37
Rival Strap Co.	36
Reynolds Metals Co.	25
Roofing, Siding & Building Specialties Manual	8
Standard Pigeon & Bird Repellent Co., Inc.	33
Stewart Warner	33
Tornado-Tite	Back Cover
U. S. Gypsum	9

Nailing It Down

(Continued from Page 11)

questionable liquid item, even under the most conservative accounting conditions.

Good organization. Especially important in this respect is the absence of one-man rule and what the speaker called "its evil twin" — nepotism. "Nepotism and one-man rule lead to corporate disorder and moral decay," he commented. "They destroy the team spirit and impose barriers between capability and responsibility."

Justified expansion. Although growth through merger sometimes results in more efficient operation a better product for the money, it is better to have the process reversed — with growth resulting from increased sales due to higher efficiency and greater product value. "Size by itself indicates nothing," Mr. Martindell declared. "How it was achieved is what counts. If a really sound foundation it to be laid, economy and improvement should antedate expansion."

S. H.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

HELP WANTED

EXCELLENT OPPORTUNITY FOR an experienced Metal Awning or other Building Specialties Sales Manager. This position will pay in excess of \$12,500 yearly. Write Buffalo Kool Vent Metal Awning Company, 138 Allen Street, Buffalo, New York.

WANTED: SALESMAN TO sell Roofing Mop Yarn to the trade in the State of Penn. Liberal commission paid. Write to Box 225, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, New York.

OFFICE MANAGER: ONE who knows every phase of the Insulation, Roofing, Siding and Aluminum Combination Window business. Car essential and must have a good selling background. A responsible person to operate Sales office in Queens County for one of the largest Contracting Companies. Remunerations will be a percentage of gross business. For appointment, state full particulars and qualifications and write for Appointment to Box 223, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

EQUIPMENT

1938 WHITE TRUCK mileage 32,255 extra heavy body, fully equipped with LeRoi blower, etc. for Insulation. Reasonable. Box 222, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

MISCELLANEOUS

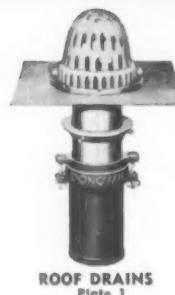
INFORMATION IS BEING sought of the whereabouts of RAYMOND JOSEPH HOLMES on behalf of his wife, Sarah, and their minor son, whom he has failed to contact for quite some time. This man was born in New Jersey on June 20, 1913. He is 5' 10" tall, weighs 160 lbs., has brown hair, blue eyes, worked as a roofer. Anyone aware of his present location is requested to communicate with the National Deserter Bureau, 105 Nassau Street, New York 7, N. Y.

SALESMEN: If you want to improve your selling technique, get a copy of *My Hardest Sale* advertised on page 6. This brochure contains authentic stories from men on the firing line, the fellows who go out every day and get the signature on the dotted line. There are 20 real, live, success stories at 10 cents per story, or \$2.00 for the brochure. Send for one or several today. American Roofer, 425 Fourth Avenue, New York 16, N. Y.

WANTED TO BUY

ROOFING BUSINESS WANTED to buy. Must be well established with large volume industrial, commercial, public works featuring composition roofing, slate, tile, sheet metal work, etc., in principal city with union shop. Write Box 230, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

DRAINS BY DONOVAN

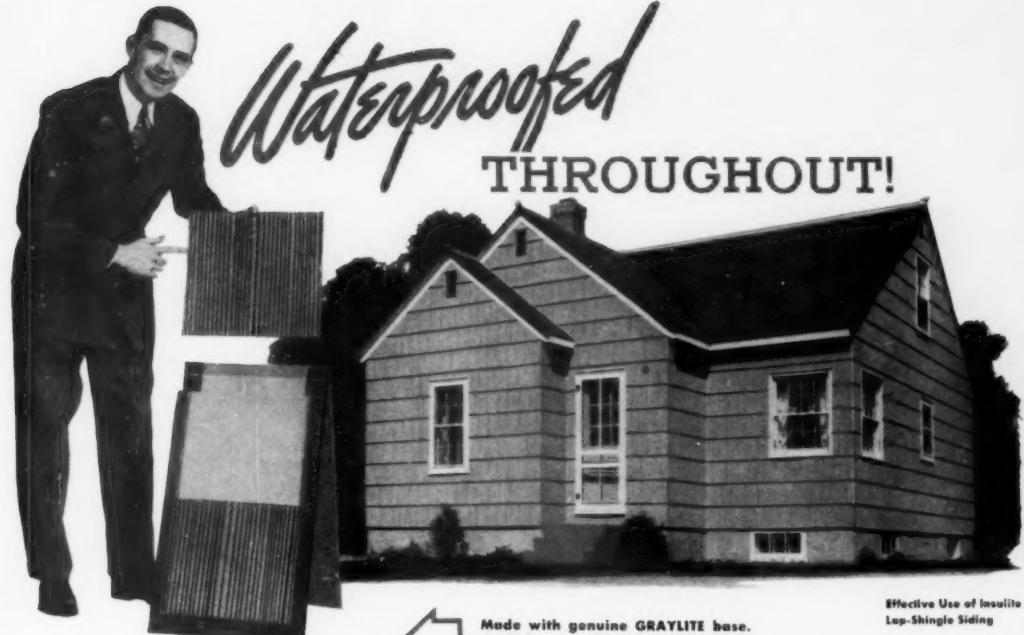


With copper flashing and copper expansion joint. Produced in many other types with and without expansion joints.

A BETTER DRAIN
AT JOBBER'S PRICES

DONOVAN MFG. CO.

80 Batterymarch Street, Boston, Mass.



Made with genuine GRAYLITE base.
Asphalt treated inside and outside.
Every fibre protected.

Effective Use of Insulite
Lap-Shingle Siding

Double-Duty

INSULITE* SIDING jobs are easy to sell because it's easy to prove Superior Quality!

Let it rain—let it pour: INSULITE Siding is Waterproofed *inside* and *outside*—you never need to worry about moisture! Tell your customers this... and drive it home. It's a sales "closer" that gets names on the dotted line.

Remember: INSULITE Siding is *always* made with the famous INSULITE GRAYLITE base—recognized throughout the trade for superior quality—backed by 36 years experience.

*Reg. U.S.T.M.

INSULITE SIDING
Division, Minnesota and Ontario Paper Company,
Dept. AR-350, 500 Baker Arcade Bldg.
Minneapolis 2, Minnesota

Have your sales representative show me how your
SALES PLAN works to get more business for me.

Name _____

Address _____

City _____



3-50



NO COMPETITION

IF YOU APPLY THE NEW, EXCLUSIVE

TORNADO-TITE

Pat. Pending — Trade Mark Registered

10 Sensational Advantages

To Roofers

1. Only 112 Nails per Square—Large Nail Area
2. Costs No More to Lay than Ordinary Locks
3. No "Hard-to-Fit" Tabs to Bend or Break
4. Perfect Alignment Made Easy
5. Can't Leak—2 Layers Over Nailing Spaces
6. Concealed Water Trap. Expansion Joints
7. Reversed Laying—Defeat Prevailing Winds
8. 2 Designs
9. "Off-the-Roof-Work" Means *No Lost Time*
10. Applied Faster by Inexperienced Labor

Roof Design and Application Method

It's virtually blow-up proof . . . has sales and application features not found in any other type lock-shingles.

EXCLUSIVE DEALER FRANCHISE

Granted to live-wire dealers, or individuals, who could show a reasonable volume. Preference given to first inquiries. Negotiations are under way with several roofing manufacturers, one of which will supply this shingle exclusively. *Hurry! Get in on the ground floor!*

WRITE TODAY FOR FULL INFORMATION

TORNADO-TITE

c/o American Roofer & Siding Contractor
425 Fourth Avenue, New York 16, N. Y.